

## REMARKS

In the Office Action dated October 19, 2006, the United States Patent and Trademark Office (hereinafter "the Office") rejected Claim 1 under 35 U.S.C. § 112, first paragraph, because it was said that the written description requirement was not complied with. Claim 1 was further rejected under 35 U.S.C. § 112, second paragraph, because it was said that the claimed invention is indefinite for failing to particularly point out and distinctly claim the subject matter. The Office withdrew its reliance on all patent references except for U.S. Patent Application Publication No. 2002/0032582 (hereinafter "Feeney et al."), hence conceding that there are defects connected with those patent references. Claims 1-10 and 51-55 were rejected under 35 U.S.C. § 102(b) as being anticipated by information which was said to be described in a reference "RxCentric and MedManage Systems Partner to Expand Physician Use of Innovative Online Drug Sampling-Alliance Gives Pharmaceutical Companies Broader Physician Access to Drug Detailing and Sampling Programs" (hereinafter "Reference 610"); a reference "MedManage Tracks Troublesome Pill Samples" (hereinafter "Reference 635"); a reference "For Consumers Free Samples Are A Virtual Reality: Pharmaceutical Samples Were Once Stricly Passed From Manufacturing To Physician To Patient, But Online Marketing Tactics Are Rearranging That Order" (hereinafter "Reference 9:026"); a reference "Samples of The Future" (hereinafter "Reference 9:025"); a reference "MedManage Systems, Inc. Names Cecil Kost President and CEO" (hereinafter "Reference 613"); and a reference "MedManage Systems Enhances Online Drug Sample Voucher System For Physicians" (hereinafter "Reference 16"). Claims 16 20, 31 43, and 45 were rejected under 35 U.S.C. § 103(a) as being unpatentable in view of the teachings of References 610, 635, 9:026, and 9:025. Claim 44 was rejected under 35 U.S.C. § 103(a) as being unpatentable in view of the teachings of References 610, 635, 9:026, 9:025, and further in view of the teachings of Feeney et al.

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Applicants have amended Claims 1, 5, 6, 16, and 31 to clarify the claimed invention without admitting to the propriety of the rejections. Applicants further object to all Official Notices used by the Office.

Prior to discussing in detail why applicants believe that all the claims in this application are allowable, a brief description of applicants' invention and brief descriptions of the teachings of the cited and applied references are provided. The following discussions of the disclosed embodiments of applicants' invention and the teachings of the cited and applied references are not provided to define the scope or interpretation of any of the claims of this application. Instead, such discussions are provided to help the Office better appreciate important claim distinctions discussed thereafter.

Use of the Registered Trademarks MEDSAMPLE® and EMEDSAMPLE® by the Office

As explained in M.P.E.P. § 608.01(v), the relationship between a trademark and the product it identifies is sometimes indefinite, uncertain, and arbitrary. The formula or characteristics of the product may change from time to time and yet it may continue to be sold under the same trademark. In patent specifications, every element or ingredient of the product should be set forth in positive, exact, intelligible language, so that there will be no uncertainty as to what is meant. Arbitrary trademarks, which are liable to mean different things at the pleasure of manufacturers, do not constitute such language. See M.P.E.P. § 608.01(v) citing *Ex Parte Kattwinkle*, 12 U.S.P.Q. 11 (Board of Appeals 1931).

Various references cited and applied by the Office disclose goods or services connected with the registered trademarks EMEDSAMPLE and MEDSAMPLE. These trademarks have been used to label various goods or services over the years. The Office assumes in its October 19, 2006, Office Action that the goods or services covered by the claimed invention are identical to the goods or services labeled by the trademarks EMEDSAMPLE and MEDSAMPLE

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occurred during a period that is more than one year prior to the date of the application for patent (May 22, 2003). That assumption is incorrect for the reasons indicated above by the MPEP and other reasons discussed below.

Summary of Reference 610 entitled "RxCentric and MedManage Systems ..."

This reference has a date of March 20, 2001, in Business Wire. This reference is an announcement that RxCentrix, Inc., and MedManage Systems, Inc., have entered into a co-marketing and service agreement. The reference indicated that "MedManage Systems, which has emerged as an innovator in the healthcare marketplace with the eMedSample (TM) program, works closely with pharmaceutical companies to supplement traditional sampling practices in over 100 healthcare sites nationwide." (Emphasis provided by the Office.)

The trademark EMEDSAMPLE in Reference 610 refers to goods or services that are not identical to the goods or services covered by the present claimed invention before the Office. See the Declaration of Scott King. Notwithstanding the announcement by the Reference 610, nothing was developed at the time of the announcement that was identical to the presently claimed invention.

Summary of Reference 635 entitled "MedManage Tracks Troublesome Pill Samples ..."

This reference has a date of March 19, 2000, in *The Puget Sound Business Journal*. This reference is an announcement that MedManage Systems, Inc., has secured its first major round of corporate financing. The reference indicated as follows:

A medical group "can go online, look at different classes of medicines we are sampling under our eMedSample program, can pick and order them, and get information," Hector said. "Once they put in,, [sic] the order it goes to the manufacturer and to us. The manufacturer sends out their sales rep to that physician's office to deliver the voucher and tell the physician

about the product And [sic] we provide an online report for that (medical group) of that medication, and how many physicians actually wrote prescriptions for that sample."

(Emphasis provided). Applicants note that Reference 635 again refers to the EMEDSAMPLE program. The particular goods or services mentioned by this reference are that which the "manufacturer sends out their sales rep to that physician's office to deliver the voucher." This does not look like a piece of technology to allow a prescriber to obtain drug samples to dispense to a patient without the use of a sales representative.

Summary of Reference 9:026 entitled "For Consumers Free Samples Are A Virtual Reality..."

This reference has a date of January 2002, in Med Ad News. This reference is an announcement that consumers (not prescribers) can use the EMEDSAMPLE electronic voucher program devised by MedManage Systems, Inc., to print a free-trial voucher, have the voucher authorized by their physician, and redeem the voucher at a participating pharmacy. The reference also indicated as follows:

Executives at MedManage Systems ([www.medmanagesystems.com](http://www.medmanagesystems.com)) say online sample offers like the one for Famvir help patients take a more active role in their health-care decisions. "The (online sample program) with Novartis aims to make more conveniently available to consumers," says Christy Adkinson, director of marketing at MedManage Systems. The eMedSample program can track sample redemption rates for the pharmaceutical manufacturer.

(Emphasis provided by the Office.) Applicants note that Reference 635 again refers to the EMEDSAMPLE program. The particular goods or services mentioned by this reference are that which the "consumers could print a free-trial voucher." The claimed invention focuses on the

prescribers and the loci where the prescribers gather. A prescriber has many patients and economically it is more efficient to focus on prescribers than individual consumers. The EMEDSAMPLE goods or services as mentioned by Reference 9:026 are not identical to the goods or services covered by the claimed invention.

Summary of Reference 9:025 entitled "Samples of The Future..."

This reference has a date of July 2001, in Med Ad News. This reference is an announcement that pharmaceutical marketers can turn to new technology to more closely monitor the distribution of free samples. The reference indicated as follows:

To help pharmaceutical companies monitor the distribution of drug samples, MedManage Systems Inc. has developed an electronic voucher system that allows physicians to order drug samples online. The service, which is called MedSamples, increases physician access to samples, simplifies tracking and distribution, and helps companies comply with federal regulations. Patients are given paper vouchers from their physicians to receive sample medications, free of charge, through a participating pharmacy.

(Emphasis provided.) Applicants note that Reference 9:025 refers to the MEDSAMPLE service. The particular goods or services mentioned by Reference 9:025 are that which the physicians can order drug samples online in the form of paper vouchers and these paper vouchers are then given to patients. The particular goods or services mentioned by Reference 9:025 and labeled under the trademark MEDSAMPLE neither disclose technologies to emulate the look and feel of a Web portal by the claimed invention nor does the trademark MEDSAMPLE disclose technologies to electronically notifying the prescriber about the availability of drug samples.

Summary of Reference 613 entitled "MedManage Systems, Inc. Names Cecil Kost..."

This reference has a date of April 4, 2002, in PR Newswire. This reference is an announcement that MedManage Systems, Inc. has named Cecil Kost President and Chief Executive Officer. The reference indicated as follows:

MedManage Systems, a privately held corporation located in Bothell, Washington, partners with pharmaceutical manufacturers to supplement traditional sampling practices with innovative sampling programs. Its core products, MedSample (R) and eMedSample (TM), are prescription drug vouchers which are delivered physically or electronically to physicians and consumers.

(Emphasis provided by the Office.) Applicants note that Reference 613 refers to products labeled by the registered trademarks MEDSAMPLE and EMEDSAMPLE. The particular goods or services mentioned by Reference 913 and labeled under the trademarks MEDSAMPLE and EMEDSAMPLE do not disclose technologies to allow physical samples (not vouchers) to be ordered and delivered, to emulate the look and feel of a Web portal by the claimed invention, to disclose technologies for electronically notifying the prescribers about the availability of drug samples.

Summary of Reference 16 entitled "MedManage Systems Enhances Online Drug Sample..."

This reference has a date of July 16, 2001, in PR Newswire. This reference is an announcement that MedManage Systems, Inc. has enhanced its EMEDSAMPLE program, an alternative to traditional drug sampling practices. The reference indicated as follows:

Previously, physicians would have to wait for a pharmaceutical sales representative to deliver pre-printed copies of the vouchers to their offices. The new phone center provides a personal and simple way for physicians

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to register and gain online access to eMedSamples for certain medications they they would like to trial run on their patients," said Zach Hector, CEO of MedManage. "eMedSample allows physicians to offer safer healthcare to their patients by ensuring them a fresh sample every time, as well as interaction with a qualified pharmacist before they begin using their samples.

(Emphasis provided by the Office.) Applicants note that Reference 61 refers to goods or services labeled by the registered trademark EMEDSAMPLE. The particular goods or services mentioned by Reference 16 and labeled under the trademark EMEDSAMPLE disclose the use of a phone to allow physicians to register and gain online access to vouchers. In practice, this technique did not turn out to be particularly compelling because physicians often do not have time to meet with sales representative, much less have time to phone in a registration to order vouchers.

#### The Claims Distinguished

The Office has failed to show, and applicants are unable to find, where any of the cited and applied references, either alone or in combination, disclose the subject matter of the claimed invention. For example, none of the cited and applied references teaches "the computer-implementable drug sample fulfillment platform electronically notifying the prescriber about the availability of drug samples," as recited in Claims 1 and 16, albeit in a different manner, among other claim limitations. The Office admitted that Reference 610 does not disclose a drug sample fulfillment platform notifying the prescriber when the prescriber has not ordered drug samples for a certain amount of time.

The admission conclusively indicates that none of the references including Reference 610 disclose the above claimed invention and thus there can be no *prima facie* case of anticipation or

obviousness. To establish *prima facie* anticipation or obviousness of a claimed invention, all the claim limitations must be taught or suggested by the prior art. See MPEP sec. 2143.03 citing favorably *In re Royka*, 490 F.2d 981, 180 USPQ 580 (CCPA 1974). Because the references lacked the requisite claim limitation recited above, the Office took Official Notice that "it is old and well known in the prescription art that drug sales representative tend to visit prescribers that have not ordered drug samples for a certain amount of time in order to maintain a business relationship between said prescribers and the drug companies that said sales representative represents." Applicants deny the propriety of the Official Notice.

Assuming for the sake of argument only that "it is old and well known in the prescription art that drug sales representative tend to visit prescribers that have not ordered drug samples for a certain amount of time in order to maintain a business relationship between said prescribers and the drug companies that said sales representative represents," the recited claim limitation requires "the computer-implementable drug sample fulfillment platform electronically notifying the prescriber about the availability of drug samples." Surely, a drug sales representative, which is a human being, is not a computer-implementable drug sample fulfillment platform. Moreover, applicants have explained in the Background as follows:

For each sales representative 106, the pharma 102 incurs numerous expenses including purchasing and maintaining an automobile for the sales representative 106 to travel to the prescribers, and paying a salary, benefits, and so on. Also a growing number of billions of dollars are spent each year on everything necessary to support the distribution of drug samples, such as packaging and delivery. When this cost is multiplied by the cost of employing multiple sales representatives, the pharma 102 cannot afford to visit all prescribers to solicit patronage of its drugs.

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But there are still other reasons beyond the economic ones that prevent the sales representative 106 from visiting all prescribers. One or more prescribers 112 may be located in remote areas making it difficult for the sales representative 106 to reach them. Certain prescribers 112 do not wish to see a sales representative 106 because they are too busy with their practice or they belong to an organization, such as a hospital, that forbids sales representatives from soliciting prescribers on its premises. Another reason why most prescribers 112 are not visited by the sales representative 106 has to do with absences by the sales representative 106 because of parental leaves, military duties, firings, layoffs, or unexpectedly resignations, and so on.

See page 2, lines 18-31, of the pending patent application. Given this explanation, it is difficult to understand why the Office would take an Official Notice of a situation that is identical to the problems described by the background, which problems are reduced or solved by the claimed invention. Specifically, the claimed invention, without the use of sales representative, recites "the computer-implementable drug sample fulfillment platform electronically notifying the prescriber about the availability of drug samples." The Official Notice needs to recognize what is missing from the references but it does not and it cannot. Understandably so, because the only way to recognize the claimed invention and particularly the claim limitation "the computer-implementable drug sample fulfillment platform electronically notifying the prescriber about the availability of drug samples" is to use the teachings of the claimed invention. But that cannot be the basis for a *prima facie* case of obviousness.

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The Office has failed to show, and applicants are unable to find, where any of the cited and applied references, either alone or in combination, disclose "the first set of Web pages of the drug sample Web site conforming to the look and feel of a Web portal identified by a partner identifier and conforming to the look and feel of another Web portal identified by another partner identifier," as recited in Claims 6, 21, and 31, albeit in a different manner, among other claim limitations. This claim limitation was presented in Claim 21 previously but the Office did not indicate which reference discloses the claim limitation. Because a claim limitation is entirely absent from the disclosure of the references, a *prima facie* case of anticipation or obviousness cannot be established.

Affidavit Under 37 C.F.R. § 1.131

The Office maintained that applicants' affidavit still does not establish possession of something falling within the claims and answered that Reference 610, with a date of March 20, 2001, shows that "Applicant disclosed his claimed invention of 'allowing a prescriber to obtain drug samples to dispense to patient without the use of a sales representative and the customizing information of said drug samples for each prescriber.'" If this were true, it would seem that Reference 610 establishes that applicants did possess, however imperfect, the portion of the claimed invention at issue at least as early at March 20, 2001.

Turning now to the issue of disclosure of the claimed invention more than one year before the filing of applicants' patent application. As specified by M.P.E.P. § 2131.01, "the identical invention must be shown in as complete detail as is contained in the . . . claim." Citing favorably *Richardson v. Suzuki Motor Co.*, 868 F.2d 1226, 1236, 9 U.S.P.Q.2d 1913, 1920 (Fed. Cir. 1989). Every element of the claimed invention must be literally present, arranged as in the claim. *Richardson v. Suzuki Motor Co.*, 868 F.2d 1226, 1236, 9 U.S.P.Q.2d 1913, 1920 (Fed. Cir. 1989), citing *Perkin Elmer Corp. v. Computervision Corp.*, 732 F.2d 888, 895, 221 U.S.P.Q.

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669, 673; *Kallman v. Kimberly Clark Corp.*, 713 F.2d 760, 771, 772, 218 U.S.P.Q. 781, 789 (Fed. Cir. 1983), *cert. denied*, 465 U.S. 1026, 79 L. Ed. 2d 687, 104 S. Ct. 1284 (1984). Because the Examiner has failed to show that the cited and applied references and particularly Reference 610 discloses the identical invention as claimed by applicants, no *prima facie* case of anticipation has been established.

Regarding Reference 610, the Office relies on the use of the MedManage Systems, Inc.'s trademark EMEDSAMPLE in Reference 610 to assume that the goods or services as announced by the Reference 610 are identical to the goods or services covered by the present claimed invention before the Office. But nothing was completed at the time of the announcement that is identical to the presently claimed invention. For example the claimed invention requires "the first set of Web pages of the drug sample Web site conforming to the look and feel of a Web portal identified by a partner identifier and conforming to the look and feel of another Web portal identified by another partner identifier," as recited in Claims 6, 21, and 31, albeit in a different manner, among other claim limitations. The claimed invention also requires "the computer-implementable drug sample fulfillment platform electronically notifying the prescriber about the availability of drug samples," as recited in Claims 1 and 16, albeit in a different manner, among other claim limitations. These claim limitations among other limitations are missing from the cited and applied references.

#### Request for Information

The Office requested detailed information pertaining to the product for sale or the specific public use of the product. Enclosed is Exhibit A, which is a declaration of Scott King addressing the request. Also enclosed is Exhibit B, which comprises pieces of information, numbered between 1-56, pertaining to the use of products or services connected with the registered trademarks MEDSAMPLE and EMEDSAMPLE around the period in question.

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### Permitted Activity—Experimental Use

MPEP sec. 2133.03(e) explains that if the use or sale was experimental, there is no bar under 35 U.S.C. § 102(b). The Office has relied upon unenabling and non-patent news releases to reject the claimed invention under 35 U.S.C. § 102(b). The pieces of information, numbered between 39-56, provided in response to the Request for Information include pieces of e-mail between MedManage Systems, Inc. and another corporation, together with whom, an experimental pilot was conducted beginning in early 2001 and continued in 2002. This experimental pilot was performed to ascertain whether the products or services labeled by the registered trademarks EMEDSAMPLE will answer its intended purpose.

### Rejections Under 35 U.S.C. § 112

Claim 1 previously recited "and without using a server in a medical office of the prescriber to monitor the activities of the prescriber" to bring out what was inherent in the claimed invention, such as "a computer-implementable drug sample fulfillment platform that is Web-based," as recited by Claim 1. As an example, the pending specification describes that "[t]he drug sample fulfillment platform 208 is preferably a Web-based platform that enables registered health care professionals, pharma 202's sales representatives, and other authorized users to order drug samples and obtain related drug information via the Internet" at page 7, lines 20-23. As another example, the pending specification describes as follows:

The prescriber 210, the sales representative 216, and the patient 214 interact with the resources of the networked computing environment 200 via personal computers (not shown). A number of Web browsers 224A-224C run on personal computers. These Web browsers are software that let the prescriber 210, the sales representative 216, and the patient 214 view HTML documents and access files and software related to those documents

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on the drug sample fulfillment platform 208. Web browsers 224A-224C include a number of tools for navigation, such as BACK buttons 218A-218C; FORWARD buttons 220A-220C. These buttons are positioned on navigation bars allowing easy access to Web pages by the prescriber 210, the sales representative 216, and the patient 214.

See the pending specification at page 8, lines 22-31. There are many other examples described in the pending specification. As such, it is respectfully submitted that Claim 1 complies with the written description requirement with the use of the language "and without using a server in a medical office of the prescriber to monitor the activities of the prescriber." One with ordinary skill in this art would appreciate that a prescriber can use a Web browser running on a personal computer to access the drug sample fulfillment platform "without using a server in a medical office of the prescriber to monitor the activities of the prescriber." The client-server architecture is fairly definite and nothing about it is indefinite. However, applicants have removed the clarifying language of "without using a server in a medical office of the prescriber to monitor the activities of the prescriber," rendering the rejections under 35 U.S.C. § 112 moot. Withdrawal of the rejections under 35 U.S.C. § 112 is respectfully requested.

Respectfully submitted,

CHRISTENSEN O'CONNOR  
JOHNSON KINDNESS<sup>PLLC</sup>

A handwritten signature in black ink, appearing to read 'D.C. Peter Chu', with a large, stylized initial 'D' and a cursive 'C'.

D.C. Peter Chu  
Registration No. 41,676  
Direct Dial No. 206.695.1636

DPC;jlg

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# Exhibit A

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants:	Cecil Kost et al.	Attorney Docket No.:	MMSI121562
Application No.:	10/674,904	Art Unit:	3622 / Confirmation No: 8999
Filed:	September 30, 2003	Examiner:	Daniel Lastra
Title:	DRUG SAMPLE FULFILLMENT ARCHITECTURE		

DECLARATION

Seattle, Washington 98101

January 14, 2007

TO THE COMMISSIONER FOR PATENTS:

I, Scott M. King, declare and state:

1. On October 19, 2006, the United States Patent And Trademark Office ("the Office") cited a reference "RxCentric and MedManage Systems Partner to Expand Physician Use of Innovative Online Drug Sampling-Alliance Gives Pharmaceutical Companies Broader Physician Access to Drug Detailing and Sampling Programs" (hereinafter "Reference 610"); a reference "MedManage Tracks Troublesome Pill Samples" (hereinafter "Reference 635"); a reference "For Consumers Free Samples Are A Virtual Reality: Pharmaceutical Samples Were Once Stricly Passed From Manufacturing To Physician To Patient, But Online Marketing Tactics Are Rearranging That Order" (hereinafter "Reference 9:026"); a reference "Samples of The Future" (hereinafter "Reference 9:025"); a reference "MedManage Systems, Inc. Names Cecil Kost President and CEO" (hereinafter "Reference 613"); and a reference "MedManage Systems Enhances Online Drug Sample Voucher System For Physicians" (hereinafter "Reference 16").

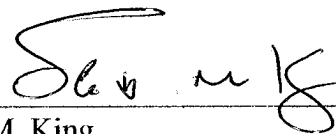
2. The above references cited by the Office disclose goods or services connected with the registered trademarks EMEDSAMPLE and MEDSAMPLE. These trademarks have been used to label different goods or services over the years. The Office assumes that the goods or services covered by the claimed invention of U.S. Patent Application No. 10/674,904 are identical to the

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goods or services labeled by the trademarks EMEDSAMPLE and MEDSAMPLE occurred during a period that is more than one year prior to the date of the application for patent (May 22, 2003). That assumption is incorrect.

3. I declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further, that these statements were made with the knowledge that the making of willfully false statements and the like is punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that willful false statements may jeopardize the validity of the application or any patent issuing thereon.

Executed at Bothell (city), WA (state), this 12<sup>TH</sup> day  
of JANUARY, 2007.

  
\_\_\_\_\_  
Scott M. King

DPC:DPC

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# Exhibit B

1 of 22 DOCUMENTS

Copyright 2002 PR Newswire Association, Inc.  
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April 4, 2002 Thursday

SECTION: FINANCIAL NEWS

DISTRIBUTION: TO BUSINESS AND MEDICAL EDITORS

LENGTH: 722 words

HEADLINE: MedManage Systems, Inc. Names Cecil Kost President and CEO;  
Industry Executive Takes Helm of Pharmaceutical Marketing, Sales and Information Solutions Provider

DATeline: BOTHELL, Wash. April 4

BODY:

MedManage Systems, Inc., a leading provider of prescription sample management solutions for pharmaceutical manufacturers and healthcare organizations, today announced that Cecil Kost has been named President and Chief Executive Officer. Mr. Kost has also been appointed to the MedManage Board of Directors.

As President and CEO, Kost will be responsible for guiding the company through its next stage of growth and development and overseeing all of the company's day-to-day operations. Kost is an industry veteran having held senior executive positions in large and emerging growth businesses serving the healthcare industry. Most recently, Kost served as President, E-Commerce, of SciQuest, Inc., a software, information and services company serving pharmaceutical, biotechnology companies and their suppliers, prior to his departures in 2001.

"Cecil brings precisely what MedManage needs at its current stage of development", says Thomas A. Moore, MedManage board member and CEO of Nelson Communications. "The company will benefit from his business-building experience, proven ability to execute, success in introducing new solutions to the healthcare industry and talent in establishing a compelling vision."

Zachary Hector, a co-founder of MedManage Systems and the company's chief executive since its formation in 1999, will assume the role of Executive Vice President. Hector will focus on building long-term client relationships, forging strategic alliances and identifying promising new business opportunities.

"Unquestionably, now is the right time to appoint a seasoned executive to the CEO post who can help drive the company to the next level", said Hector. "I am confident that Cecil's energy, superior leadership qualities and passion to improve the healthcare industry will be an excellent complement to our team."

"MedManage is an exciting enterprise", said Kost. "The company has built an impressive suite of prescription sample management solutions and is poised to establish itself as an integral and strategic element of pharmaceutical sales and marketing as well as the sample management platform for healthcare organizations and physicians. We will focus on designing, implementing and supporting tailored sales, marketing, information and inventory management solutions that fundamentally enhance the effectiveness and efficiency of our customers."

Kost originally joined SciQuest as its Executive Vice President in 1999, playing a critical role in its successful IPO later that year. He played an instrumental role in shaping the company's strategy, orchestrated the establishment of numerous partnering agreements with pharmaceutical and biotechnology companies and led the effort to rapidly increase revenue. In 2000, Kost assumed the position of President, E-commerce with global P&L responsibility for the business unit. Prior to SciQuest, Kost served as President and COO of Oncor, Inc. a biotechnology company and was Senior Vice President of Curtin Matheson Scientific, a \$700 million distributor and manufacturer of laboratory products and value-added solutions provider to healthcare organizations.

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MedManage Systems, Inc. Names Cecil Kost President and CEO; Industry Executive Takes Helm of Pharmaceutical Marketing, Sales and Information Solutions Provider PR Newswire April 4, 2002 Thursday

#### About MedManage

MedManage Systems, a privately held corporation located in Bothell, Washington, partners with pharmaceutical manufacturers to supplement traditional sampling practices with innovative sampling programs. Its core products, Med-Sample(R) and eMedSample(TM), are prescription drug vouchers which are delivered physically or electronically to physicians and consumers. In addition, MedManage provides information management tools that collect sampling data to optimize pharmaceutical sales efforts and promotional programs. With tighter regulations on drug sample handling, increasingly busy physicians, and the growth of direct-to-consumer promotions for brand-name prescriptions, the Med-Sample and eMedSample programs are not only cost effective, but also increase market share through streamlined access. MedManage is funded by Massachusetts-based Prism Venture Partners and Virginia-based Tredegar Investments. For more information, please visit our corporate website at [www.medmanagesystems.com](http://www.medmanagesystems.com) or email us at [info@medmanagesystems.com](mailto:info@medmanagesystems.com).

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SOURCE MedManage Systems, Inc.

CONTACT: Christy Adkinson of MedManage Systems, Inc., +1-425-354-2271, or [cadkinson@medmanagesystems.com](mailto:cadkinson@medmanagesystems.com)

URL: <http://www.prnewswire.com>

LOAD-DATE: April 5, 2002

2 of 22 DOCUMENTS

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Drug Week

October 19, 2001

SECTION: EXPANDED REPORTING; Pg. 29

LENGTH: 399 words

HEADLINE: PHARMACY PRACTICE: Online Drug Sampling Vouchers May Replace Physician Office Handouts

BODY:

Free drug samples physically handed out to patients in a physician's office might gradually be on their way to extinction, to be replaced with printed vouchers that physicians retrieve online for patients to redeem at a pharmacy free of charge.

MedManage Systems Inc., a firm that develops alternative prescription drug sample management, now offers the eMedSample service, which provides physicians with online access to vouchers for free samples of specific medications. With this Internet-based sample management solution, physicians log in to the eMedSample web site with a user ID and password, select the product sample they would like to print, and hand the printed voucher to the patient. The patient then takes the voucher to one of more than 55,000 pharmacies that MedManage is contracted with, including large chains such as Walgreens, Rite Aid, Walmart, Savon, Kroger, Target, and Kmart where the patient receives the sample medication free of charge and is offered a pharmacy consult.

MedManage, which recently launched this online component to its existing alternative sampling management solutions, is registering doctors daily to the eMedSample site and is the midst of a pilot eMedSample program with a major pharmaceutical manufacturer. Numerous physician groups nationwide, including the University of Washington, Presbyterian Medical Group, and University of Utah, have already been utilizing MedManage's printed drug sample voucher system for a wide variety of medications including drugs to treat ulcers, depression, cardiovascular disease, and inflammation.

"Sampling is the most effective way of influencing physician prescribing habits, and is an important element in the health care process," said Zachary Hector, president and CEO of MedManage Systems. "Physicians need information about new medications and need to trial them on patients before prescribing them on a long-term basis. But with more and more sales reps and a stable number of doctors with less time to meet with them, pharmaceutical and health care organizations require improved mechanisms for drug product sampling. Internet solutions, such as eMedSample, provide physicians with flexible access to samples and assists pharmaceutical manufacturers in generating prescriptions for the products."

This article was prepared by Drug Week editors from staff and other reports.

[www.NewsRx.net](http://www.NewsRx.net)

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3 of 22 DOCUMENTS

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Health & Medicine Week

October 15, 2001

SECTION: EXPANDED REPORTING; Pg. 32

LENGTH: 402 words

HEADLINE: PHARMACY PRACTICE: Online Drug Sampling Vouchers May Replace Physician Office Handouts

BODY:

Free drug samples physically handed out to patients in a physician's office might gradually be on their way to extinction, to be replaced with printed vouchers that physicians retrieve online for patients to redeem at a pharmacy free of charge.

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October 15, 2001

SECTION: EXPANDED REPORTING; Pg. 32

LENGTH: 416 words

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5 of 22 DOCUMENTS

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October 15, 2001, Monday

SECTION: FINANCIAL NEWS

DISTRIBUTION: TO BUSINESS AND MEDICAL EDITORS

LENGTH: 680 words

HEADLINE: Patients Gain First-Time Access to Free Trial of Prescription-Only Famvir Via Product Website and eMedSample Program

DATELINE: BOTHELL, Wash., Oct. 15

BODY:

MedManage Systems, Inc., an innovator in alternative drug sample management, today announced that it has launched a ground-breaking program with Novartis Pharmaceuticals that, for the first time, will allow patients to access online vouchers for a free 5-day trial of Famvir, a popular medication used to treat genital herpes. With a physician's authorization and a written prescription, patients can redeem these vouchers, free of charge at more than 55,000 participating pharmacies nationwide.

"This program with Novartis is a very significant step toward the transformation of traditional drug sampling practices in this country," said Zach Hector, CEO of MedManage Systems. "With this new patient-focused educational element of the MedManage Systems program, patients are given the opportunity to play an increased role in planning their personal healthcare program. The product website is no longer just a place to learn more about a medication, but it is also an opportunity to try the product free of charge."

Through the program, which launched this month, patients visiting the Famvir product website ( [www.famvir.com](http://www.famvir.com) ) can print out a voucher for a free 5-day trial of the medication. With a doctor's written authorization, these vouchers can be redeemed at a local pharmacy at no cost to the patient. This innovative procedure enforces the importance of patient education in the drug sampling process, and allows patients to work closely with their physician to decide if a product is right for them.

This joint effort with Novartis aims to make the Famvir product more conveniently available to consumers, while allowing physicians to continue to comply with JCAHO standards regarding drug sampling procedures. The system ensures that patients receive fresh medication each time and allows a licensed pharmacist to screen the drug for adverse reactions and drug interactions while counseling the patient on appropriate use of the medication. In addition, it simplifies sample accountability and reduces physical sample liability issues for physicians and pharmaceutical manufacturers.

"The risk associated with patient receipt of online drug sample vouchers is much lower than that associated with physical samples," Hector said. "Through the eMedSample only one free trial voucher of Famvir per patient can be redeemed. These vouchers must be signed by a physician and also be accompanied by a valid prescription for the medication. "

Many physicians and pharmaceutical companies have found that using vouchers provides greater safety and accountability, tracking mechanisms and cost savings than offered by traditional sampling programs. As with all of its customers, through this program, MedManage will provide Novartis with monthly pharmacy tracking reports measuring sample redemption for Famvir.

Currently, MedManage Systems has similar patient-focused drug sample voucher programs pending with several other major pharmaceutical companies nationwide.

About MedManage Systems

Patients Gain First-Time Access to Free Trial of Prescription-Only Famvir Via Product Website and eMedSample  
Program PR Newswire October 15, 2001, Monday

MedManage Systems, Inc., a privately held company based in Bothell, Washington, is dedicated to redefining traditional sampling programs with eMedSample. The company's mission is to become the premier partner of pharmaceutical manufacturers and healthcare organizations by offering innovative drug sampling programs that optimize traditional sampling practices and generate new prescriptions. Working in partnership with major pharmaceutical manufacturers, MedManage tracks sales efforts and collects sampling prescription data through its proprietary information system. MedManage is currently contracted with over 55,000 retail and chain pharmacies. For more information, visit [www.medmanagesystems.com](http://www.medmanagesystems.com).

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September 24, 2001

SECTION: Pg. NA

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LENGTH: 243 words

HEADLINE: MedManage leads shift in drug sampling practices online;  
Brief Article

BODY:

MedManage Systems of the USA claims to be leading the way to a shift in drug sampling practices, whereby free drugs which are physically handed out to patients in a physician's office might gradually be replaced with printed vouchers that physicians retrieve on-line for patients to redeem at a pharmacy free of charge.

MedManage's eMedSample provides physicians with on-line access to vouchers for free samples of specific medications.

The patient takes these vouchers to a pharmacy to obtain the sample and is offered a pharmacy consultation.

MedManage note that the pharmacy-dispensed eMedSamples offer many advantages. These include: providing free trials of the medication in a childproof container properly labeled with instructions and warnings; a lower risk of theft and abuse than actual samples because they require a physician's signature to be redeemed; and ensuring that patients receive fresh medication every time. Vouchers provide greater tracking mechanisms, it adds, allowing pharmaceutical companies to comply with federal regulations regarding sample distribution and assisting physicians and healthcare organizations to meet accrediting standards set by the Joint Commission on Accreditation of Healthcare Organizations.

Numerous US physician groups have already started utilizing this drug voucher system for a wide variety of medications, including drugs to treat ulcers, depression, cardiovascular disease, and decrease inflammation, it adds.

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September 18, 2001

LENGTH: 246 words

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8 of 22 DOCUMENTS

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September 17, 2001, Monday

SECTION: FINANCIAL NEWS

DISTRIBUTION: TO BUSINESS, TECHNOLOGY AND MEDICAL EDITORS

LENGTH: 911 words

HEADLINE: MedManage(TM)Leads Shift in Drug Sampling Practices Online Vouchers;  
Pharmaceutical Marketers Turn to eMedSample(R) to Monitor Free Sample Distribution

DATELINE: BOTHELL, Wash., Sept. 17

BODY:

Free drug samples physically handed out to patients in a physician's office might gradually be on their way to extinction, to be replaced with printed vouchers that physicians retrieve online for patients to redeem at a pharmacy free of charge.

MedManage Systems, Inc., an innovator in alternative prescription drug sample management, is leading the way toward this shift in drug sampling practices with its latest service offering, eMedSample, which provides physicians with online access to vouchers for free samples of specific medications. With this Internet-based sample management solution, physicians log in to the eMedSample web site with a user ID and password, select the product sample they would like to print, and hand the printed voucher to the patient. The patient then takes the voucher to one of more than 55,000 pharmacies that MedManage is contracted with, including large chains such as Walgreens, Rite Aid, Walmart, Savon, Kroger, Target and Kmart where the patient receives the sample medication free of charge and is offered a pharmacy consult.

MedManage, which recently launched this online component to its existing alternative sampling management solutions, is registering doctors daily to the eMedSample site ( [www.eMedSample.com](http://www.eMedSample.com) ) and is the midst of a pilot eMedSample program with a major pharmaceutical manufacturer. Numerous physician groups nationwide, including the University of Washington, Presbyterian Medical Group, Harriman Jones, University of Utah, among others, have already been utilizing MedManage's printed drug sample voucher system for a wide variety of medications including drugs to treat ulcers, depression, cardiovascular disease, and decrease inflammation.

"Sampling is the most effective way of influencing physician prescribing habits, and is an important element in the health care process. Physicians need information about new medications and need to trial them on patients before prescribing them on a long-term basis," said Zachary Hector, president and CEO of MedManage Systems. "But with more and more sales reps and a stable number of doctors with less time to meet with them, pharmaceutical and healthcare organizations require improved mechanisms for drug product sampling. Internet solutions, such as eMedSample, provide physicians with flexible access to samples and assists pharmaceutical manufacturers in generating prescriptions for the products."

MedManage has also enhanced functionality of the eMedSample site, including an online registration process in which doctors can go to [www.eMedSample.com](http://www.eMedSample.com) and click on a link to register, improved navigation and the option to request information on samples that are not on their formulary.

#### Key Points of Samples vs. Vouchers

Samples given out in physicians offices present various safety issues, including:

- Access to physical samples are often uncontrolled.
- Physical samples are often stored in ways that compromise the integrity of the medication.
- With physical samples dispensed in the physician's office, patients

000010

MedManage(TM)Leads Shift in Drug Sampling Practices Online Vouchers;Pharmaceutical Marketers Turn to eMedSample(R) to Monitor Free Sample Distribution PR Newswire September 17, 2001, Monday

miss out on the benefit of a pharmacist checking the medication order and monitoring patient response.

- Samples given out at physicians offices often don't have safety labeling, and aren't cross referenced against contraindicated medications

With pharmacy-dispensed eMedSamples:

- Pharmacists dispense free trials of the medication in a childproof container properly labeled with instructions and warnings.
- Vouchers carry a lower risk of theft and abuse than actual samples because they require a physician's signature to be redeemed. (Under the Prescription Drug Marketing Act, copying, selling or trading paper vouchers is a felony that is punishable by a \$250,000 fine and 10 years in prison.)
- The voucher system ensures that patients receive fresh medication every time. Vouchers provide greater tracking mechanisms, allowing pharmaceutical companies to comply with federal regulations regarding sample distribution and assisting physicians and health care organizations to meet accrediting standards set by the Joint Commission on Accreditation of Healthcare Organizations.

#### About MedManage

MedManage Systems, a privately held company located in Bothell, WA and Short Hills, New Jersey, has emerged as an innovator in the health care marketplace with the eMedSample program. MedManage works closely with pharmaceutical companies to supplement traditional sampling practices nationwide. Its core products, MedSample(R) and eMedSample, are cost effective alternatives that increase market share by improving access.

MedManage tracks sales efforts and collects sampling prescription data through its proprietary information systems. MedManage is currently contracted with more than 55,000 retail and chain pharmacies. For more information, please visit our websites at [www.medmanagesystems.com](http://www.medmanagesystems.com) and [www.eMedSample.com](http://www.eMedSample.com).

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SOURCE MedManage Systems, Inc.

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9 of 22 DOCUMENTS

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August 13, 2001, Monday

SECTION: FINANCIAL NEWS

DISTRIBUTION: TO BUSINESS, MEDICAL AND TECHNOLOGY EDITORS

LENGTH: 370 words

HEADLINE: MedManage Systems Appoints Thomas A. Moore to Board of Directors

DATELINE: BOTHELL, Wash., Aug. 13

BODY:

MedManage Systems, Inc., an innovator in alternative prescription drug sample management, announced today it has appointed Thomas M. Moore, President and CEO of Nelson Communications Worldwide, to its Board of Directors, effective immediately.

Moore comes from a uniquely broad and rich consumer and healthcare marketing background, including 23 years at Procter and Gamble as President of Health Care Products Worldwide and Group Vice President of the Company. In this role, Moore was responsible for more than \$3 billion of worldwide healthcare sales in both over-the counter and prescription drugs in more than 100 countries. In addition, Moore currently serves as Chairman of the Board of the American Health Foundation and on the board for Interleukin Genetics, a medical research and development firm.

"We are honored to welcome Mr. Moore on MedManage Systems Board of Directors," said Zachary Hector, president and CEO of MedManage Systems. "His diverse background in healthcare and consumer marketing experience will prove to be extremely valuable as we continue to develop an increasing number of partnerships with pharmaceutical manufacturers."

MedManage Systems, a privately held company located in Bothell, WA and Short Hills, New Jersey, has emerged as an innovator in the healthcare marketplace with the eMedSample(TM) program. MedManage works closely with pharmaceutical companies to supplement traditional sampling practices nationwide. Its core products, MedSample(R) and eMedSample, are cost effective alternatives that increase market share by improving access.

MedManage tracks sales efforts and collects sampling prescription data through its proprietary information systems. MedManage is currently contracted with more than 55,000 retail and chain pharmacies. For more information, please visit our website at [www.medmanagesystems.com](http://www.medmanagesystems.com).

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10 of 22 DOCUMENTS

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THE SEATTLE POST-INTELLIGENCER

July 31, 2001, Tuesday FINAL

SECTION: BUSINESS, Pg. D2

LENGTH: 798 words

HEADLINE: CLASS ACTION SOUGHT AGAINST SPACELABS

BODY: A Seattle law firm filed a motion yesterday to turn its discrimination case against Redmond-based Spacelabs Medical Inc. into a class-action lawsuit.

The suit was filed on behalf of Godofredo Hernandez, who was fired from the company last year, and other current and former Spacelabs employees in Washington and California.

The suit alleges that Spacelabs paid Hispanic workers less than other employees, failed to promote them, denied them training opportunities and judged them by different standards than their Caucasian counterparts, according to a statement released by the Law Offices of Ricardo A. Guarnero.

Karyn Beckley, a spokeswoman for Spacelabs, denied that the company has done anything wrong. AT&T deal boosts Avenue A's shares

Shares of Seattle's Avenue A rocketed yesterday after the digital-marketing company said it will provide AT&T Wireless of Redmond with consulting services and digital marketing software, including tools to help with Web advertising and e-mail marketing.

Last month the company said it would shut down a recently opened office in London to focus on its domestic business. In May, the company cut staff as it strove to rely less on dot-com business.

Shares of Avenue A closed at \$1.43, up about 10 percent. The stock traded as high as \$1.65 early yesterday. Microsoft: Use MSN icon or leave desktop bare

Microsoft Corp. said computer makers putting icons for competing products on the desktop of its new computer operating system must also feature Microsoft's MSN Internet service.

Company spokesman Vivek Varma said Microsoft has told computer manufacturers they have two choices for how they configure Windows XP, due out Oct. 25. They can either ship computers with a desktop that lacks any icons, or they can add as many icons as they want, but only if they also include an icon for Microsoft's MSN Internet access.

Analyst Rob Enderle said the MSN icon requirement appears to undo the concessions Microsoft seemed to give computer manufacturers several weeks ago when it said it would allow the Internet browser icon to be removed.

Varma argued that by requiring MSN to be featured on the desktop, Microsoft is simply giving consumers a choice of products. Microsoft's .NET, XP hit with privacy complaint

More than 10 privacy organizations have filed a complaint against Microsoft with the Federal Trade Commission, alleging the Redmond company has included insufficient security and privacy provisions in its sweeping .NET initiative and its forthcoming Windows XP operating system.

The 20-page document, filed Thursday, accuses Microsoft of unfair and deceptive trade practices. It asks the federal agency to:

Either stop Microsoft from shipping Windows XP as scheduled Oct. 25 or compel Microsoft to change Windows XP registration procedures so they require less personal information.

Investigate the information-collection practices Microsoft uses in its Passport authentication services.

CLASS ACTION SOUGHT AGAINST SPACELABS THE SEATTLE POST-INTELLIGENCER July 31, 2001,  
Tuesday

Order Microsoft to block sharing of users' personal information without explicit consent.

Improve techniques for anonymity so users of Windows XP can view Microsoft sites without disclosing their identity. Drug-sample tracking system draws capital

MedManage Systems Inc. yesterday announced a \$3 million round of private capital that it will use to expand a voucher program that helps pharmaceutical companies track free drug samples.

The financing, which brings total investment in the Bothell company to \$13 million, was led by Prism Venture Partners, Tredegar Investments and others.

Physicians can apply for the samples through eMedSample.com and then supply the samples to their patients free of charge, the company said. Pacific Edge cuts staff, refocuses on services

Pacific Edge Software of Bellevue reduced its work force by 9 percent earlier this month, eliminating 11 positions.

The 3-year-old company will continue to support all of its existing products, though it will put more emphasis on services and consulting, company spokeswoman Taunya Covington said.

The 109-member company, which raised \$26.4 million in May 2000, makes software that helps organizations manage internal projects. Customers include AT&T Wireless, Dell Computer and 3M. SNIPPETS

Galileo International Inc., a Rosemont, Ill., provider of electronic global distribution services for the travel industry, said it will acquire Seattle-based Highwire Inc., a developer of Internet travel tools and technology, in a deal of undisclosed value. ... Stratos Product Development LLC of Seattle said it has completed its development work on Microsoft's Xbox. Quick Hits is written by P-I reporters John Cook, Marni Leff and Dan Richman. Send comments to marnileff@seattlepi.com.

NOTES:  
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11 of 22 DOCUMENTS

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July 30, 2001, Monday

SECTION: FINANCIAL NEWS

DISTRIBUTION: TO BUSINESS AND MEDICAL EDITORS

LENGTH: 616 words

HEADLINE: MedManage(TM) Systems Closes Second Round of Financing, Secures \$3 Million To Expand its eMedSample(TM) Program

DATELINE: BOTHELL, Wash., July 30

BODY:

MedManage Systems Inc., an innovator in alternative prescription drug sample management, announced today the completion of a second round of venture financing totaling \$3 million from existing investors, bringing the total capital invested in the company to \$13 million.

The additional funds reflect MedManage's solid revenue growth stemming from its flagship product, eMedSample, a drug sample voucher program which assists pharmaceutical manufacturers in generating prescriptions for new drug products. The financing was led by MedManage's lead venture capital investors, which include Prism Venture Partners, Tredegar Investments and additional private investors.

"The funds raised from this financing, coupled with the consistent development of strategic partnerships with significant players in the pharmaceutical and healthcare industries, paves the way for a solid path to profitability and reflects confidence in our innovative alternative sampling program for pharmaceutical manufacturers and healthcare organizations," said Zachary Hector, president and CEO of MedManage Systems. "We will use these funds to further develop eMedSample and market it to a growing number of pharmaceutical and healthcare organizations who are seeking improved mechanisms for drug product sampling."

eMedSample provides physicians across the United States with access to online vouchers at [www.eMedSample.com](http://www.eMedSample.com) for free samples of medications that patients can redeem free of charge at more than 55,000 participating pharmacies. This innovative voucher system ensures that patients receive a fresh sample every time, simplifies sample accountability, reduces physical sample liability issues, and makes the sample medication more conveniently available to the consumer. Many physicians and pharmaceutical companies have found that using vouchers provides greater safety, tracking mechanisms and cost savings than offered by traditional sampling programs, in which patients receive actual physical samples of drugs that are dropped off periodically by a pharmaceutical sales representative.

"Prism Venture Partners sees MedManage as a rising star in the evolving pharmaceutical marketplace by providing an alternative sampling program that offers pharmaceutical manufacturers with a new marketing channel, while at the same time providing physicians with a convenient and cost-effective mechanism for distributing free drug samples," said Duane Mason, General Partner of Prism Venture Partners. "We have been a significant investor to date in MedManage, and we are confident of a bright future for its eMedSample program."

MedManage Systems, a privately held company located in Bothell, WA and Short Hills, New Jersey, has emerged as an innovator in the healthcare marketplace with the eMedSample program. MedManage works closely with pharmaceutical companies to supplement traditional sampling practices nationwide. Its core products, MedSample(R) and eMedSample, are cost effective alternatives that increase market share by improving access.

MedManage tracks sales efforts and collects sampling prescription data through its proprietary information systems. MedManage is currently contracted with more than 55,000 retail and chain pharmacies. For more information, please visit our website at [www.medmanagesystems.com](http://www.medmanagesystems.com).

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MedManage(TM) Systems Closes Second Round of Financing, Secures \$3 Million To Expand its eMedSample(TM)  
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12 of 22 DOCUMENTS

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July 16, 2001, Monday

SECTION: FINANCIAL NEWS

DISTRIBUTION: TO BUSINESS AND MEDICAL EDITORS

LENGTH: 559 words

HEADLINE: MedManage Systems Enhances Online Drug Sample Voucher System for Physicians

DATeline: BOTHELL, Wash., July 16

BODY:

MedManage Systems, Inc., an innovator in alternative prescription drug sample management, announced today that it has significantly enhanced its eMedSample program, an alternative to traditional drug sampling practices that allows physicians to provide their patients with vouchers for sample medications that they can redeem free of charge at more than 55,000 participating pharmacies nationwide.

Effective immediately, MedManage has established a fully-staffed phone center in which physicians can call toll-free (1-866-237-4286) to register for eMedSample, allowing them simple and immediate access to online vouchers for samples of a wide array of medications. After registering, physicians who go online to the secured eMedSample site can print off the vouchers for sample medications using a standard PC and printer. Patients then take the printed out vouchers to be redeemed by a registered pharmacist, who can inform the patient about potential side effects and drug interactions. Meanwhile, MedManage tracks the sample data for the pharmaceutical manufacturer utilizing its proprietary information systems.

"Previously, physicians would have to wait for a pharmaceutical sales representative to deliver pre-printed copies of the vouchers to their offices. The new phone center provides a personal and simple way for physicians to register and gain online access to eMedSamples for certain medications that they would like to trial run on their patients," said Zach Hector, CEO of MedManage. "eMedSample allows physicians to offer safer healthcare to their patients by ensuring them a fresh sample every time, as well as interaction with a qualified pharmacist before they begin using their samples."

A growing number of physicians and pharmaceutical companies are finding that the voucher program provides greater safety and accountability, tracking mechanisms and cost savings than offered by traditional drug sampling programs, in which patients receive actual physical samples of drugs that are dropped off periodically by a pharmaceutical representative. In addition, through the use of eMedSample, pharmacists can screen a drug for adverse reactions and drug interactions and counsel the patient on appropriate use of the medication.

#### About MedManage Systems

MedManage Systems, Inc. is a privately held company located in Seattle, WA and Short Hills, NJ, dedicated to redefining traditional sampling programs with their core product, MedSample. The company's mission is to become the premier partner of pharmaceutical manufacturers and healthcare organizations by offering innovative drug sampling programs that optimize traditional sampling practices and generate new prescriptions. Working in partnership with pharmaceutical manufacturers, MedManage tracks sales efforts and collects sampling prescription data through its proprietary information systems. MedManage is currently contracted with more than 55,000 retail and chain pharmacies. For more information, visit [www.medmanagesystems.com](http://www.medmanagesystems.com).

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MedManage Systems Enhances Online Drug Sample Voucher System for Physicians PR Newswire July 16, 2001,  
Monday

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13 of 22 DOCUMENTS

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April 24, 2001, Tuesday

SECTION: FINANCIAL NEWS

DISTRIBUTION: TO BUSINESS, TECHNOLOGY AND MEDICAL EDITORS

LENGTH: 821 words

HEADLINE: iPhysicianNet and MedManage Systems Partner to Offer a New Electronic And Voucher Sampling Service to Thousands of U.S. Physicians

DATELINE: SCOTTSDALE, Ariz., April 24

BODY:

iPhysicianNet, the pharmaceutical industry's leading e-Detailer, and MedManage Systems, Inc., an innovator in alternative prescription drug sample management, have joined forces to offer pharmaceutical companies a new electronic and voucher sampling service that will significantly increase physicians' access to product and patient education materials in their specific therapeutic categories. This service will be offered to pharmaceutical companies, including existing iPhysicianNet video-detailing clients, as well as new sponsorship clients. Companies will have the opportunity to sponsor a therapeutic category on an exclusive basis.

"iPhysicianNet plans to offer a limited number of pharmaceutical companies the opportunity to obtain therapeutic exclusivity for the promotion of products via our new electronic and voucher sampling service as well as the chance to provide our high prescribing physicians with access to product and patient education materials in their specific therapeutic categories," commented Peter J. Moriarty, iPhysicianNet's Chairman and CEO. "iPhysicianNet welcomes MedManage Systems as a partner and recognizes the additional value for pharmaceutical companies and physicians by incorporating the eMedSample application into our new service offering."

As with all of its customers, MedManage will provide the sponsoring companies with monthly pharmacy tracking reports measuring sample redemption. iPhysicianNet will also supply the companies with reports to measure physician activity with product information and patient education aspects of the new service.

Currently, MedManage works closely with pharmaceutical companies to supplement traditional sampling practices in more than 100 healthcare sites nationwide. By partnering with iPhysicianNet, thousands of physicians in the iPhysicianNet national network will be able to obtain sponsoring companies' drug sample vouchers online through MedManage Systems. The vouchers can then be redeemed, free of charge, by their patients at more than 55,000 participating pharmacies.

The new iPhysicianNet service, which is expected to "go live" on July 1, will give Product Managers at pharmaceutical companies a valuable additional channel in which to ensure that samples get into the hands of high prescribing physicians. It will also provide them with a means for tracking those samples, and of registering a new prescription with each sample voucher rather than just expensing the sample as a promotional cost.

"This agreement between MedManage Systems and iPhysicianNet essentially assists physicians in providing better and safer healthcare to their patients, while also allowing them to comply with JCAHO accreditation and federal requirements regarding drug sampling practices," said Zach Hector, CEO of MedManage. "The innovative voucher system offered via MedManage simplifies sample accountability, reduces physical sample liability issues, and makes the sample medication more conveniently available to the consumer. iPhysicianNet, an innovator in its field, chose to partner with us because it recognizes the value of MedManage Systems' programs in today's health care system."

About iPhysicianNet

iPhysicianNet created the e-Detailing space, and is unique in providing live, face-to-face video detailing. The system utilizes a network of video conferencing equipped personal computers operating through high-speed telecommunica-

iPhysicianNet and MedManage Systems Partner to Offer a New Electronic And Voucher Sampling Service to  
Thousands of U.S. Physicians PR Newswire April 24, 2001, Tuesday

tions lines to provide physicians with access to live interactions with pharmaceutical companies, the Internet, e-mail, medical news and references, and continuing medical education resources. The company, founded in 1996, is headquartered in Scottsdale, AZ. For more information, visit [www.iphysiannet.com](http://www.iphysiannet.com).

About MedManage Systems

MedManage Systems, Inc. is a privately held company located in Seattle, WA and Short Hills, NJ, dedicated to redefining traditional sampling programs with their core product, MedSample. The company's mission is to become the premier partner of pharmaceutical manufacturers and healthcare organizations by offering innovative drug sampling programs that optimize traditional sampling practices and generate new prescriptions. Working in partnership with pharmaceutical manufacturers, MedManage tracks sales efforts and collects sampling prescription data through its proprietary information systems. MedManage is currently contracted with more than 55,000 retail and chain pharmacies. For more information, visit [www.medmanagesystems.com](http://www.medmanagesystems.com).

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SOURCE iPhysicianNet

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14 of 22 DOCUMENTS

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March 20, 2001, Tuesday

SECTION: HEALTHWIRE

DISTRIBUTION: Business Editors & Health/Medical Writers

LENGTH: 860 words

HEADLINE: RxCentric and MedManage Systems Partner to Expand Physician Use of Innovative Online Drug Sampling;  
BIOWIRE2K

DATELINE: NEW YORK, March 20, 2001

BODY:

Alliance Gives Pharmaceutical Companies Broader Physician Access to Drug Detailing and Sampling Programs

RxCentric Inc. ([www.rxcentric.com](http://www.rxcentric.com)), a leading Internet marketing solutions provider to the pharmaceutical industry, and MedManage Systems, Inc. ([www.medmanagesystems.com](http://www.medmanagesystems.com)), an innovator in alternative prescription drug sample management, announced today that they have entered into a co-marketing and service agreement that will expand an innovative method of online drug sampling to a broad array of prescribing physicians across multiple medical specialties.

Under the terms of the agreement, RxCentric's online nationally representative communities of more than 25,000 physician members will be able to obtain drug sample vouchers online through MedManage Systems that can then be redeemed, free of charge, by their patients at more than 50,000 participating pharmacies. Conversely, MedManage Systems' physician users will be able to access RxCentric's specialty online physician information and marketing services, including its patent-pending drug search database. The two companies will provide links on their websites for easy physician access.

Also under the agreement, RxCentric and MedManage will further promote each other's products and services to their existing physician and pharmaceutical clients, as well as to new and potential clients.

MedManage Systems, which has emerged as an innovator in the healthcare marketplace with the eMedSample(TM) program, works closely with pharmaceutical companies to supplement traditional sampling practices in over 100 health care sites nationwide.

It is expected that the partnership will enhance RxCentric's ability to offer a broad array of online marketing products to pharmaceutical and biotech companies by allowing physicians to access relevant marketing information and request downloadable drug sample vouchers for use by their patients.

"The MedManage Systems partnership is a natural fit for RxCentric," said Richard Findlay, RxCentric's President and Chief Executive Officer. "Innovation has gained both companies leadership in their respective fields. This new partnership enhances our ability to immediately execute online pharmaceutical detailing, sampling and marketing campaigns within our combined network of physicians and then rollout out the campaign nationally with maximum impact."

RxCentric, which links physicians' drug information and educational needs with targeted online pharmaceutical product-marketing capability, provides physicians customized information in seven targeted medical specialties through its free, physician-only Internet Service Provider, Doctors Net Access (DNA): Allergy, Cardiology, Neurology, Oncology/Hematology, Primary Care, Pulmonary Medicine and Urology.

000021

RxCentric and MedManage Systems Partner to Expand Physician Use of Innovative Online Drug Sampling;BIO WIRE2K Business Wire March 20, 2001, Tuesday

"Our agreement with RxCentric continues to position eMedSample as the choice alternative for providing physicians with pharmaceutical product samples," said Zach Hector, CEO of MedManage. "As we continue to contract with the pharmaceutical manufacturers and expand the MedSample product, the RxCentric agreement further extends our reach with physicians, while providing greater exposure to pharmaceutical products to better meet physicians and patients' needs for particular medications."

Through the medical specialty channels, RxCentric gives physicians an online home that delivers rapid access to leading peer reviewed, objective medical information, as well as resources for their personal interests like news, finance, sports and leisure. Physician users can also access RxCentric's leading drug information databases, with information provided by Facts and Comparisons, as well as medically relevant links that have been tested by physicians.

Partnering with pharmaceutical companies, RxCentric also offers physician users access to a variety of pharmaceutical company-sponsored information and services through RxCentric's unique suite of online products, including online detailing and sampling, continuing medical education (CME), online events and more, all within the DNA home environment.

#### About RxCentric

RxCentric is a privately held company with locations in New York, Morristown N.J., Philadelphia, Chicago and San Diego.

#### About MedManage Systems

MedManage Systems, Inc. is a privately held company located in Bothell, WA and Short Hills, New Jersey, dedicated to redefining traditional sampling programs with their core product, MedSample. The company's mission is to become the premier partner of pharmaceutical manufactures and healthcare organizations by offering innovative drug sampling programs that optimize traditional sampling practices and generate new prescriptions. Working in partnership with pharmaceutical manufactures, MedManage tracks sales efforts and collects sampling prescription data through its proprietary information systems. MedManage is currently contracted with more than 55,000 retail and chain pharmacies.

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000022

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January 4, 2001, Thursday

SECTION: FINANCIAL NEWS

DISTRIBUTION: TO BUSINESS AND MEDICAL EDITORS

LENGTH: 697 words

HEADLINE: MedManage(TM) Systems, Inc. Launches Its MedSample(TM) Program At The University of Utah Health Network Centers

DATELINE: BOTHELL, Wash., Jan. 4

BODY:

MedManage Systems, Inc., an innovator in alternative prescription sample management, today announced the launch of its MedSample program at the University of Utah Health Network Centers in Salt Lake City, Utah. The MedSample program will be the exclusive, preferred provider of sample vouchers for free starter medications at the University's Health Network Centers. The MedSample program will be launched at all eight of the healthcare clinics associated with the University of Utah's Health Network Centers and will impact more than 120,000 patient lives.

MedSample is an alternative drug sampling program that aims to supplement pharmaceutical manufacturers' traditional sampling practices. It also provides pharmaceutical manufacturers the ability to accurately keep track of physical samples, while helping reduce the cost and waste associated with physical samples.

The MedSample program will allow the University of Utah Health Network Centers to maintain their accreditation with the Joint Commission.

"We are extremely excited to be working with the MedSample program," said Mike Kelly, University of Utah Health Network Pharmacy Manager. "MedSample allows us to meet the Joint Commission guidelines, and increases our formulary control and compliance requirements. We feel the MedSample program enables our Health Network Centers to provide safer healthcare to all of our patients."

By participating in the MedSample program, patients who receive a MedSample voucher from their physician will receive a sample prescription medication, free of charge, through one of the participating pharmacies. The MedSample program is designed to provide both paper vouchers and electronic medical record format vouchers for ease of use.

"We believe the University's Health Network Center will quickly realize the benefits of launching the MedSample program," said Zach Hector, President and CEO of MedManage Systems, Inc. "Our MedSample and eMedSample programs are designed to enhance patient safety and formulary management, while supporting healthcare organizations' compliance with federal and state regulations."

MedManage Systems is the first and only company whose core competency focuses strictly on alternative sampling. MedManage provides information tools that track sales efforts and collect sampling prescription data to optimize current sampling programs through its proprietary information systems. MedSample(R) and eMedSample(TM) are cost effective alternatives that aim to supplement pharmaceutical manufacturers' traditional sampling practices. These two programs focus on enhancing pharmaceutical representatives' access to the physicians they call on and assist in generating new prescriptions. MedSample and eMedSample are designed to support healthcare organizations' compliance with federal and state regulations, while enhancing patient safety and formulary management.

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MedManage(TM) Systems, Inc. Launches Its MedSample(TM) Program At The University of Utah Health Network  
Centers PR Newswire January 4, 2001, Thursday

55,000 retail and chain pharmacies. For more information, please visit our web site at  
<http://www.medmanagesystems.com>.

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16 of 22 DOCUMENTS

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December 7, 2000, Thursday

SECTION: FINANCIAL NEWS

DISTRIBUTION: TO BUSINESS AND MEDICAL EDITORS

LENGTH: 604 words

HEADLINE: MedManage Systems(TM) Appoints Curtis Buck Vice President, Business Development

DATELINE: BOTHELL, Wash., Dec. 7

BODY:

MedManage Systems, Inc., an innovator in alternative prescription sample management, today announced the appointment of Mr. Curtis Buck as Vice President, Business Development to their management team. Mr. Buck will be responsible for the development and direction of strategic business partnerships for MedManage Systems. Mr. Buck will target e-health companies, e-Pharma initiatives, large managed care plans and Independent Physician Associations (IPAs) as part of MedManage's partnership strategy. Mr. Buck will be based out of the MedManage Systems corporate headquarters in Bothell, WA and will report directly to Zachary K. Hector, President and CEO of MedManage Systems.

"Curtis brings a significant amount of successful business experience to MedManage Systems," said Mr. Hector. "His track record of leading and developing dynamic business partnerships, acquisitions and driving sales processes, coupled with his broad healthcare background will provide us with a valuable resource to assist MedManage in our strategic business alliances."

Mr. Buck has more than 18 years of healthcare experience. Curtis joins MedManage Systems after 12 years with Evergreen Pharmaceutical Inc., most recently as the Senior Vice President of Sales & Marketing. Mr. Buck received his B.A. in Business Administration from Washington State University.

MedManage Systems is the first and only company whose core competency focuses strictly on alternative sampling. MedManage provides information tools that track sales efforts and collect sampling prescription data to optimize current sampling programs. MedSample(R) and eMedSample(TM) are cost effective alternatives that aim to supplement pharmaceutical manufacturers' traditional sampling practices. These two programs focus on enhancing pharmaceutical representatives' access to the physicians they call on and assist in generating new prescriptions. MedSample and eMedSample are designed to support healthcare organizations' compliance with federal and state regulations, while enhancing patient safety and formulary management.

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000025

MedManage Systems(TM) Appoints Curtis Buck Vice President, Business Development PR Newswire December 7,  
2000, Thursday

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17 of 22 DOCUMENTS

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October 17, 2000, Tuesday

SECTION: FINANCIAL NEWS

DISTRIBUTION: TO BUSINESS AND MEDICAL EDITOR

LENGTH: 624 words

HEADLINE: MedManage(TM) Systems Appoints Carleen Kelly Vice President, Sales and Opens New Jersey Office

DATELINE: BOTHELL, Wash., Oct. 17

BODY:

MedManage Systems, Inc., an innovator in alternative prescription sample management, today announced the appointment of Carleen Kelly as Vice President, Sales. Carleen Kelly is responsible for leading and directing the deployment and development of the company's two national sales forces -- one focusing on working with the pharmaceutical sales forces in healthcare organizations and the other focusing on selling MedManage's products and services to pharmaceutical manufacturers. Ms. Kelly, who will report to Zachary K. Hector, President and CEO, will be based out of MedManage's newly opened East Coast office located in Short Hills, NJ.

"We are very excited to have Carleen joining our team," said Zachary K. Hector, President and CEO of MedManage Systems, Inc. "Carleen has significant experience in healthcare sales and marketing, in product positioning and customer research, and excellent contacts in the pharmaceutical industry. Carleen will be invaluable to us as we continue to grow our business in the pharmaceutical industry."

Ms. Kelly has more than 16 years experience in sales and marketing. Most recently, she was Vice President, Director of Marketing at MediMedia USA, a division of Havas-MediMedia in Teterboro, NJ. Prior to this, Ms. Kelly was Senior Vice President Account Group Director of Evolution Health Initiatives in Iselin, NJ, a division of Healthcare Resources Group based in New York, NY. Ms. Kelly received her B.S. in Marketing from St. John's University.

MedManage is the first and only company whose core competency focuses strictly on alternative sampling. MedManage provides information management tools that track sales efforts and collect sampling prescription data to optimize current sampling programs. MedSample(TM) and eMedSample(TM) are cost-effective alternatives that aim to supplement pharmaceutical manufacturers' traditional sampling practices. In addition, MedSample and eMedSample enhance pharmaceutical representatives' access to physicians and help generate new prescriptions. These programs are also designed to assist healthcare organizations' compliance with federal and state regulations, while enhancing patient safety and formulary management.

MedManage Systems, Inc., a privately held company based in Bothell, WA, is dedicated to redefining traditional sampling programs with MedSample. The company's mission is to become the premier partner of pharmaceutical manufacturers and healthcare organizations by offering innovative drug sampling programs that optimize traditional sampling practices and generate new prescriptions. Working in partnership with pharmaceutical manufacturers, MedManage tracks sales efforts and collects sampling prescription data through its proprietary information system. MedManage is currently contracted with over 55,000 retail pharmacies. For more information, please visit our corporate website at <http://www.medmanagesystems.com>.

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000027

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October 17, 2000, Tuesday

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18 of 22 DOCUMENTS

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September 12, 2000, Tuesday

SECTION: FINANCIAL NEWS

DISTRIBUTION: TO BUSINESS AND MEDICAL EDITORS

LENGTH: 530 words

HEADLINE: MedManage(TM) Systems Appoints Michael K. Anderson Vice President and Chief Financial Officer

DATELINE: BOTHELL, Wash., Sept. 12

BODY:

MedManage Systems, Inc., an innovator in alternative prescription sample management, today announced the appointment of Michael K. Anderson to Vice President and Chief Financial Officer. In this position Anderson is responsible for all finance and accounting functions.

Mr. Anderson has 18 years of senior finance experience in Internet, biotech/high-tech and public accounting, including both private and public financings. Most recently, Mr. Anderson was Vice President, Finance and Operations of Getty Images in Seattle, WA, where he was instrumental in leading the integration of corporate acquisitions and launching products and services on the business-to-business portal. Prior to this, Mr. Anderson was Director of Finance at Afymetrix, Inc., in Santa Clara, CA, where he lead private placement of stock and follow-on IPO activities. Mr. Anderson received his B.S. in Business Administration and Accounting from Biola University.

"The Board of Directors and I are very pleased to have Mike joining our team in this capacity," said Zachary K. Hector, President and CEO. "Mike's broad experience will be invaluable as we continue to grow our business in leading the healthcare industry in alternative sampling."

MedManage Systems is the first and only company whose core competency focuses strictly on alternative sampling. MedManage Systems provides information management tools that track sales efforts and collect sampling prescription data to optimize current sampling programs. MedSample(TM) is a cost-effective alternative that aims to supplement pharmaceutical manufacturers' traditional sampling practices. MedSample and eMedSample(TM) enhance pharmaceutical representatives' access to physicians and help generate new prescriptions. These programs are also designed to assist healthcare organizations' compliance with federal and state regulations, while enhancing patient safety and formulary management.

MedManage Systems, Inc., a privately held company based in Bothell, WA, is dedicated to redefining traditional sampling programs with MedSample. The company's mission is to become the premier partner of pharmaceutical manufacturers and healthcare organizations by offering innovative drug sampling programs that optimize traditional sampling practices and generate new prescriptions. Working in partnership with pharmaceutical manufacturers, MedManage tracks sales efforts and collects sampling prescription data through its proprietary information system. MedManage is currently contracted with over 55,000 retail pharmacies. For more information, please visit our corporate website at <http://www.medmanagesystems.com>.

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000029

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19 of 22 DOCUMENTS

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June 14, 2000

LENGTH: 577 words

HEADLINE: MedManage(TM) Systems Launches eMedSample(TM) Program

BODY:

BOTHELL, Wash., June 14 /PRNewswire/ -- MedManage(TM) Systems, Inc., an innovator in alternative prescription sample management, yesterday launched its first Internet-based program, eMedSample(TM), the on-line version of the MedSample program. MedSample, a paper-based sampling alternative, is an innovative solution that optimizes traditional prescription sampling. Patients who are given a MedSample from their physician, receive sample medication, free of charge, through a participating pharmacy. The prescription is screened for adverse reactions and drug interactions and a licensed pharmacist counsels the patient on appropriate use of the medication.

"eMedSample, a further refinement of prescription sampling, incorporates the power of the Internet and continues to position MedManage Systems as the leader and innovator in alternative sampling programs," said Zachary K. Hector, President and CEO. "eMedSample optimizes and increases the efficiency of sampling programs for both pharmaceutical manufacturers and healthcare organizations across the United States." The eMedSample program can be accessed by participating pharmaceutical manufacturers and healthcare organizations through a new, secure Web site at <http://www.emedsample.com>.

MedManage Systems is the first and only company whose core competency focuses strictly on alternative sampling. MedManage Systems provides information management tools that track sales efforts and collect sampling prescription data to optimize current sampling programs. MedSample is a cost-effective alternative that aims to supplement pharmaceutical manufacturers' traditional sampling practices. MedSample and eMedSample enhance pharmaceutical representatives' access to physicians and helps generate new prescriptions. These programs are also designed to assist healthcare organizations' compliance with federal and state regulations, while enhancing patient safety and formulary management.

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MedManage(TM) Systems Launches eMedSample(TM) Program PR NEWSWIRE June 14, 2000

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20 of 22 DOCUMENTS

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June 14, 2000, Wednesday

SECTION: FINANCIAL NEWS

DISTRIBUTION: TO BUSINESS, MEDICAL AND TECHNOLOGY EDITORS

LENGTH: 588 words

HEADLINE: MedManage(TM) Systems Launches eMedSample(TM) Program

DATELINE: BOTHELL, Wash., June 14

BODY:

MedManage(TM) Systems, Inc., an innovator in alternative prescription sample management, yesterday launched its first Internet-based program, eMedSample(TM), the on-line version of the MedSample program. MedSample, a paper-based sampling alternative, is an innovative solution that optimizes traditional prescription sampling. Patients who are given a MedSample from their physician, receive sample medication, free of charge, through a participating pharmacy. The prescription is screened for adverse reactions and drug interactions and a licensed pharmacist counsels the patient on appropriate use of the medication.

"eMedSample, a further refinement of prescription sampling, incorporates the power of the Internet and continues to position MedManage Systems as the leader and innovator in alternative sampling programs," said Zachary K. Hector, President and CEO. "eMedSample optimizes and increases the efficiency of sampling programs for both pharmaceutical manufacturers and healthcare organizations across the United States." The eMedSample program can be accessed by participating pharmaceutical manufacturers and healthcare organizations through a new, secure Web site at <http://www.emedsample.com>.

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000033

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21 of 22 DOCUMENTS

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Puget Sound Business Journal

May 19, 2000

SECTION: Vol. 21, No. 2; Pg. 7; ISSN: 87507757

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DOC-REF-NO: PSBJ-2279-11

LENGTH: 773 words

HEADLINE: MedManage tracks troublesome pill samples

BODY:

A Bothell firm that offers drug companies a more effective way to distribute product samples to doctors has landed \$10 million in its first major-round of financing. Year-old MedManage Systems Inc. raised the funds from two investor groups, Seattle-based Tredegar Investments and Prism Venture Partners in Westwood, Mass.

An initial round of seed financing had raised \$750,000, said MedManage president and CEO Zachary Hector.

Hector, a longtime medical industry executive, said MedManage was formed because managers spotted an area of great inefficiency in the medical industry - the distribution of drug samples - that they felt could be improved.

Drug companies spend heavily to promote new medicines to physicians, sending battalions of sales representatives to doctors' offices with packaged samples, which are handed out free. But Hector noted that this system has several drawbacks.

First, it provides no information to the drug company about how many of the samples were actually given out to patients, for what ailments, and by which doctors in a medical practice. The samples soon expire, rendering them useless.

The pills also had to be elaborately packaged for individual distribution. The physicians had to devote staff time to maintaining their bulging sample closets, and their own time to listening to pitches from sales reps about the merits of new drugs.

This traditional system of sample distribution is an administrative headache for doctors, to the point that some large HMOs are instituting new policies and refusing to accept samples, Hector said. And it's a major expense for the drug companies.

Hector said industry studies have shown that 40 percent of the total marketing budget for medications is typically spent on making and distributing samples of the drug. He said an estimated \$7 billion is spent annually by drug companies promoting all medicines that offered samples to doctors.

MedManage's program aims to eliminate the waste in the system and cut promotional costs for the drug firms. The company is hired by drug companies to provide an alternative method of distributing samples, Hector said.

Instead of salespeople handing packaged samples to doctors, MedManage generates pre-written prescriptions for the medicines the firms want to promote. When the doctors have a patient who needs the drug, they are able to give the patient a free prescription, fillable at virtually any pharmacy.

This way, an electronic record is created by the pharmacies of when and by whom the drugs were prescribed, giving the drug firms valuable information about how often their drug is being used, and for what ailments. Drugs don't sit

in closets in doctors' offices, unused and eventually expiring. And they don't have to be pre-packaged, but come in ordinary pharmacy bottles.

Hector said there is currently no other major competitor that has an alternative sampling program like MedManage. "This is a total solution to a very wasteful system," he said.

Duane Mason, general partner of Prism Venture Partners, who participated in the funding round, said in a prepared statement that "MedManage Systems has a comprehensive sampling program which will add significant value to the current pharmaceutical manufacturers' programs."

MedManage plans to add an Internet component to its program shortly, which will make the system even easier to use.

A medical group "can go online, look at different classes of medicines we are sampling under our eMedSample program, can pick and order them, and get information," Hector said. "Once they put in,, the order it goes to the manufacturer and to us. The manufacturer sends out their sales rep to that physician's office to deliver the voucher and tell the physician about the product And we provide an online report for that (medical group) of that medication, and how many physicians actually wrote prescriptions for that sample."

Currently, MedManage's system does not eliminate the drug-company sales representatives, who are expected to continue to visit doctors' offices to deliver prescription slips and information about medications. Hector said it would be the drug companies' decision whether to continue that system, or to eventually let doctors simply get the prescription slips and information they need online.

Hector said the company will use the \$10 million raised in this round to expand nationally, step up its own marketing efforts, and to move the company to new headquarters. At the end of the month, MedManage goes from a 3,000-square-foot facility to a 14,000square-foot space, both in Bothell's North Creek area.

LOAD-DATE: July 13, 2000

22 of 22 DOCUMENTS

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SEATTLE POST-INTELLIGENCER

May 17, 2000, Wednesday , FINAL

SECTION: BUSINESS, Pg. D2

LENGTH: 789 words

HEADLINE: BOTHELL COMPANY TO HELP MANAGE FREE PILL SAMPLES

BODY: Zachary Hector wants to bring order to a little-known area of the health care industry: the free drug samples that doctors routinely give to patients.

Hector, an 18-year veteran of the health care business, formed MedManage Systems Inc. in April 1999 to do just that. Yesterday the Bothell company scored \$10 million in first-round funding from Prism Venture Partners and Tredegar Investments that it will use to roll out its prescription-sample management program to physicians, offices, clinics and retail pharmacies.

"Today if a drug company dropped off 15 samples of Claritin at a doctors office they would have no idea what happens to the medication," said Hector, whose system allows doctors to fill out paper vouchers that patients can then use for free samples at pharmacies. "With our system (drug companies) know when and where that medication was dispensed, so from a regulation standpoint there is better tracking and it is safer for consumers."

MedManage is working with several leading drug makers on pilot programs. The company is also developing an Internet strategy called eMedSample that will allow drug companies to monitor drug samples over the Internet.

The company, which will move into a new 14,000-square-foot headquarters this summer, employs more than 30 people. Enthusiasm raises \$1.2 million in funds Enthusiasm.com, a Seattle company that says it is building the world's largest database of events, has raised \$1.2 million in "seed funding" from local investment firms eFund, Olympic Capital Partners and Meridian Venture Catalysts.

"We have created a technology that goes out to the Web and identifies events, everything from business and technology to hobbies and other interests," said Matt Mostad, co-founder and chief executive officer of Enthusiasm.com. Formed in June by a group of friends who met at Seattle University and Antioch University, Enthusiasm.com plans to announce its product in the next two weeks and strategic partnerships next month. It employs 16 people. Onvia expecting profitability Onvia.com, which lets small businesses shop for goods and services online, expects to turn a profit before analysts predict because of sales gains and a decline in technology stocks that's hurting its rivals.

"Analysts had previously modeled us to be profitable in 2004, but there've been changes in the market, and the pace of those changes has prevented the competition from increasing," Chief Executive Glenn Ballman said. Ballman, 28 ((age)), wouldn't estimate when Onvia.com will become profitable. The Seattle company has lost \$70 million since Ballman founded it in 1996. ADIC reports 20% jump in revenues Advanced Digital Information Corp., which makes data storage management software, yesterday reported second quarter earnings of \$55.9 million as the Redmond company sold 512,739 shares of Crossroads Systems Inc. Excluding the sale, earnings were \$7.6 million, a 56 percent increase compared to the same period last year.

Revenues jumped 20 percent during the second fiscal quarter to \$64.9 million. Snippets Instrumentation specialists Datamarine International of Mountlake Terrace said they've won a \$425,000 contract from the Israeli Navy. . . . Convergusa, a Redmond developer of speech-recognition software, said its technology will be used in the microbrowsers that Phone.com, of Redwood City, Calif., sells to cell-phone manufacturers, allowing users of the phones to control the browser with voice commands. . . .

BOTHELL COMPANY TO HELP MANAGE FREE PILL SAMPLES SEATTLE POST-INTELLIGENCER May 17,  
2000, Wednesday

IBM said it will begin offering Windows rival Linux for its S/390 mainframes, lending further legitimacy to that open-source operating system. . . . Atlanta online retailer Zebramart.com yesterday said it entered an agreement to acquire MyFavoriteShoe.com, a Seattle online retailer of men's shoes. . . .

Seattle-based Amazon.com has introduced a Visa card that allows consumers to earn rewards points that can be redeemed for gift certificates at the online retailer. . . . John Hnanicek, chief information officer at eToys, and Jan Claesson, executive vice president at GoAhead Software, have joined the board of directors of Bellevue Internet security start-up Crossport Systems. . . .

Online yellow pages service U S West Dex will license technology from xSides Corp., a Seattle company that allows content providers to display information at the bottom of the personal computer screen outside the boundaries of the Windows operating system. . . . Quick hits is written by P-I reporters John Cook and Dan Richman. Send comments, questions or suggestionsto [johncook@seattle-pi.com](mailto:johncook@seattle-pi.com) or [danrichman@seattle-pi.com](mailto:danrichman@seattle-pi.com). This report includes information from Bloomberg News.

NOTES:

TECHNOLOGY: Quick hits

GRAPHIC: Photo

Hector

LOAD-DATE: May 20, 2000

[REDACTED]

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**From:** Korten, Kelly  
**Sent:** Wednesday, May 09, 2001 2:27 PM  
**To:** Kelly, Carleen  
**Subject:** FW: [REDACTED] Implementation meeting tomorrow!  
**Importance:** High

Hi Carleen,

This is the preliminary outline of our schedule and tasks for the emedsample call center. Tim will be talking about it in the exec meeting tomorrow, we wanted to let you know about it because it involves marketing.

Talk to you later,  
Kelly

-----Original Message-----

**From:** Chrobuck, Tim  
**Sent:** Tuesday, May 08, 2001 3:42 PM  
**To:** Singer, Steve; Ryan, Mike; Korten, Kelly; Burrows, Sue; Anderson, Mike; Martin, Ann; King, Scott; Tovrea, Dave  
**Cc:** Mercier, Linda  
**Subject:** [REDACTED] Implementation meeting tomorrow!  
**Importance:** High

All:

Attached are **drafts** of the project plan (task list and gantt) to implement eMS with [REDACTED] to augment their ATP program. I was totally guessing at some tasks and timeframes, but it is a start and we'll use this initial meeting to sort out the changes. I'll make paper copies of these since I realize you may not have MS Project. I'll bring an agenda as well. Please invite others you deem necessary to get us started. Thanx.

Linda: I know Steve is out of town and won't be able to make the meeting, but we've got to get started so I'll catch him up upon his return.

*Tim Chrobuck*

**MedManage Systems Inc.**

wk. 425.354.2211  
fx. 425.354.2210  
cell 206.612.0470

000039

4/17/2007



**From:** Singer, Steve  
**Sent:** Thursday, May 17, 2001 12:08 PM  
**To:** Brown, Pamela  
**Subject:** FW: e-MedSample Pilot for ATP  
**Importance:** High

-----Original Message-----

**From:** [REDACTED] BARBARA [REDACTED] COM [mailto:[REDACTED] BARBARA [REDACTED] COM]

**Sent:** Tuesday, May 15, 2001 9:26 AM

**To:** ssinger@medmanagesystems.com; tchrobuck@medmanagesystems.com

**Cc:** [REDACTED]

**Subject:** e-MedSample Pilot for ATP

**Importance:** High

Tim/Steve, I spoke with the Diabetes Care manager, Brett Black, this morning and the decisions were made below about the Diabetes Care e-MedSample ATP pilot.

- Voucher restriction (assuming the pilot runs for 6 months): Limit 2 vouchers per patient in 6 months
  - o Presentation product drop down options to physicians - they choose either Humalog or Humulin, and the products show accordingly:

**Humalog Family**

Humalog Mix 75/25 Vial

Humalog Mix 75/25 Pen 3.0 mL (box of 5)

Humalog Vial

Humalog Cartridges 1.5 mL (box of 5)

Humalog Cartridges 3.0 mL (box of 5)

**Humulin Family**

Humulin R Vial

Humulin N Vial

Humulin N Pen 3.0 mL (box of 5)

Humulin L Vial

Humulin U

Humulin 70/30 Vial

Humulin 70/30 Pen 3.0 mL (box of 5)

Humulin 50/50 Vial

I have given Steve Singer all the NDC codes when he was here last. As previously mentioned, Humulin cartridges (R,N,70/30) are being deleted...hope this helps!

Barb [REDACTED]  
 [REDACTED]  
 [REDACTED]  
 [REDACTED]

000040

**From:** Burrows, Sue  
**Sent:** Friday, June 01, 2001 12:58 PM  
**To:** Brown, Pamela; Schwab, Bryan  
**Subject:** FW: eMedSample ready for final review and sign off  
**Importance:** High

This may provide some answers to the earlier request you received.....

Sue

-----Original Message-----

**From:** Chrobuck, Tim  
**Sent:** Friday, June 01, 2001 11:23 AM  
**To:** Martin, Ann; Ryan, Mike; Korten, Kelly; Anderson, Mike; Burrows, Sue; Butler, Tara  
**Cc:** Hector, Zach; Singer, Steve; Ann Martin; Colleen Robinson; Dave Tovrea; Paul DeCamp; Scott King  
**Subject:** FW: eMedSample ready for final review and sign off  
**Importance:** High

All:

fyi - just sent this to [REDACTED] this morning. Steve and/or I will let you know when we hear back from them. I greatly appreciate all of your work getting us to this point. It has been nothing short of awesome and we all should be proud.

*Tim Chrobuck*

**MedManage Systems Inc.**

wk. 425.354.2211  
fx. 425.354.2210  
cell 206.612.0470

-----Original Message-----

**From:** Chrobuck, Tim  
**Sent:** Friday, June 01, 2001 10:51 AM  
**To:** Barb [REDACTED] (E-mail); [REDACTED]  
**Cc:** Singer, Steve  
**Subject:** eMedSample ready for final review and sign off  
**Importance:** High

Barb/Blane:

We have completed your requested changes to our test version of eMedSample per our 5/29/01 conference call and we are ready to have you perform your final review and send through MedReg.

You can gain access to this test system by:

1. entering <http://209.100.205.51> in the address field of your Internet Explorer browser
2. entering your temporary User Name of **jkendig**
3. entering your temporary Password of **jkendig**

This test system differs from production in only three ways. Firstly, the test system does not require an SSL, 128 bit encryption certificate like our production environment does. Secondly, the product selection page does not have all the products listed in your requested order (today I will send you a copy of what we have pending in production which is in the correct order). Thirdly, the group numbers on the test system do not end in a "2", but the production ones do and I will send

4/17/2007

000041

these to you today as well.

All in all, we completed 16 enhancements since we began our joint review with you several weeks ago. Additionally, we have completed many text and other customer-configurable changes which are too numerous to mention. All of these changes are now reflected in our test system. We are pleased to offer this level of customer service and flexibility.

Please let us know when your final review and MedReg approval is complete so we can move this test system into our production environment and officially launch! It has been a pleasure working with both of you and other members of the team.

If you have any questions, please contact either Steve Singer or myself. Thank you.

*Tim Chrobuck*  
**Vice President Information Technology**  
**MedManage Systems Inc.**  
wk. 425.398.1123  
fax 425.398.1183  
cell 206.612.0470

000042

4/17/2007

[REDACTED]

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**From:** Burrows, Sue  
**Sent:** Wednesday, June 27, 2001 7:33 PM  
**To:** Schwab, Bryan; Brown, Pamela  
**Subject:** FW: [REDACTED] Update

**Importance:** High

Fyi !!

Sue  
[REDACTED]  
[REDACTED]

-----Original Message-----

**From:** Anderson, Mike  
**Sent:** Tuesday, June 26, 2001 2:19 PM  
**To:** Burrows, Sue; Butler, Tara  
**Subject:** FW: [REDACTED] Update  
**Importance:** High

FYI...

-----Original Message-----

**From:** Singer, Steve  
**Sent:** Tuesday, June 26, 2001 2:08 PM  
**To:** Buck, Curtis; Anderson, Mike; Chrobuck, Tim; Hector, Zach  
**Cc:** Mercier, Linda  
**Subject:** [REDACTED] Update

All

The [REDACTED] editor has all of the required documents for the eMedSample Pilot project. She will review and submit the package to the Medical/Regulatory/Legal Review meeting this Thursday. We anticipate final approval at that time. Package will be submitted to the FDA. There is a FDA mandatory five day waiting period after submission.

We should start the program on or before 7/9/01.

Steve Singer, R.Ph.

Executive Vice President and COO

MedManage Systems, Inc.

425-354-2204

000043

425-354-2210 (fax)

000044

[REDACTED]

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**From:** Mercier, Linda  
**Sent:** Monday, July 02, 2001 4:13 PM  
**To:** Andresen, John  
**Subject:** FW: [REDACTED] Invoice for changes to eMedSample

Do you need my assistance in scheduling this? Let me know if you do. Thanks, Linda

-----Original Message-----

**From:** Singer, Steve  
**Sent:** Thursday, June 28, 2001 10:46 AM  
**To:** Andresen, John  
**Cc:** Hector, Zach; Chrobuck, Tim; Mercier, Linda  
**Subject:** [REDACTED] Invoice for changes to eMedSample

John

[REDACTED] will pay for the modifications to eMedSample. Please schedule a meeting next week with yourself, Tim (or Scott), and me. Linda can help you with the schedules. We'll determine the time / rate for the customization of the site and include it on the July statement. Steve

Steve Singer, R.Ph.  
Executive Vice President and COO  
MedManage Systems, Inc.  
425-354-2204  
425-354-2210 (fax)

000045

[REDACTED]

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**From:** Anderson, Mike  
**Sent:** Thursday, July 12, 2001 5:44 PM  
**To:** Andresen, John; Burrows, Sue; Ryan, Mike  
**Subject:** FW: eMedSample Pilot

FYI...

-----Original Message-----

**From:** Singer, Steve  
**Sent:** Wednesday, July 11, 2001 9:19 AM  
**To:** Barb [REDACTED] (E-mail)  
**Cc:** Hector, Zach; Anderson, Mike  
**Subject:** eMedSample Pilot

Good Morning

A beautiful day in Seattle.

If you watched the All Star baseball game last evening you could see how nice Seattle is for 1 to 2 weeks per year.

We are working on the final tracking parameters for the pilot. As we discussed we will be providing reports on call volume, number of docs referred to eMedSample, number of referred docs utilizing eMedSample, number of non-PPD referred docs utilizing eMedSample, number of eMedSamples printed, number redeemed and MD satisfaction with the program. Since approval we have added the FAX eMedSample, and tracking of the docs and use of the FAX program. These changes were made at the request of [REDACTED] to satisfy the needs of any MD requesting coupons for Insulin samples.

How will we determine a "successful" pilot for eMedSample? I am confident that the pilot will be successful in providing eMedSamples to low decile and other non-detailed physicians. Our goal, of course, is to see additional products added to the [REDACTED] eMedSample program once the success of the program is demonstrated. I want to make sure the MedManage Team understands [REDACTED]'s goals for the program and can drive the pilot toward a successful conclusion.

Thanks in advance for your help.  
Steve

000046

[REDACTED]

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**From:** Singer, Steve  
**Sent:** Friday, July 13, 2001 8:46 AM  
**To:** Buck, Curtis; Engelby, Chad; Korten, Kelly; Mercier, Linda; Anderson, Mike; Ryan, Mike; King, Scott; Burrows, Sue; Chrobuck, Tim; Hector, Zach  
**Subject:** FW: [http://vouchers.\[REDACTED\].com](http://vouchers.[REDACTED].com)

All  
[REDACTED]'s website that refers doctors to eMedSample is functional.  
[http://vouchers.\[REDACTED\].com](http://vouchers.[REDACTED].com)

-----Original Message-----

**From:** [REDACTED] BARBARA [REDACTED]  
[mailto:[REDACTED] BARBARA [REDACTED]]  
**Sent:** Friday, July 13, 2001 8:22 AM  
**To:** ssinger@medmanagesystems.com  
**Subject:** [http://vouchers.\[REDACTED\].com](http://vouchers.[REDACTED].com)

Steve, our website is up and running!

Barb [REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

----- Forwarded by Barbara [REDACTED] on 07/13/01 10:25 AM -----

Wendy [REDACTED]  
[REDACTED]  
[REDACTED]

**To:** Barbara L

**cc:** Uma  
[REDACTED]

[REDACTED] Blane

07/13/01

10:08 AM

**Subject:** [REDACTED]

[http://vouchers.\[REDACTED\].com](http://vouchers.[REDACTED].com)

000047

Barb,

Uma asked me to let you know when this was available. Please let me know if there are any problems.



[REDACTED]

---

**From:** Burrows, Sue  
**Sent:** Thursday, August 02, 2001 1:11 PM  
**To:** MMS - Bothell Employees  
**Subject:** WE HAVE [REDACTED] LIFTOFF!!!

**Importance:** High

### **The first eMedSample for a [REDACTED] Humulin voucher just processed!**

Mark received a Rite-Aid pharmacy call today at 1pm for a Humulin N eMedSample. They had a quick question, and the sample went right through. Prescriber was Dr. Jeff Meckler.

[REDACTED]

000048

**From:** Burrows, Sue  
**Sent:** Thursday, August 16, 2001 8:16 AM  
**To:** Mercier, Linda; Chrobuck, Tim; Korten, Kelly  
**Cc:** Tyler, Mark  
**Subject:** RE: eMedSample report

Here's the CSC scoop Mark put together as of Wed Aug 15:

Registered: 46

Total calls 50

Redemptions: 4 total

2 from Dr. Jeff [REDACTED] Santa Rosa CA  
 1 from Dr. David [REDACTED] -- W-B Drug in Burlington Colorado  
 1 from Dr. Kerry [REDACTED] --USA Drug in Warren, Arkansas

thanks for putting this together Linda!

Sue  
 [REDACTED]  
 [REDACTED]

-----Original Message-----

**From:** Mercier, Linda  
**Sent:** Wednesday, August 15, 2001 2:25 PM  
**To:** Burrows, Sue; Chrobuck, Tim; Korten, Kelly  
**Subject:** RE: eMedSample report

Sue:

I think Steve creates this himself...I will be happy to update with the new numbers Mark will provide. Have him forward them to me and I will take care of it!

Linda

-----Original Message-----

**From:** Burrows, Sue  
**Sent:** Wednesday, August 15, 2001 1:38 PM  
**To:** Chrobuck, Tim; Mercier, Linda; Korten, Kelly  
**Subject:** RE: eMedSample report

Mark will have the # of prescriber calls, the number of docs registered, the number/prescriber/location of redemption by tomorrow am. who will assemble remaining info and format in this report? I will have Mark fwd info.

Thxsb

Sue  
 [REDACTED]  
 [REDACTED]

-----Original Message-----

**From:** Chrobuck, Tim  
**Sent:** Wednesday, August 15, 2001 7:50 AM  
**To:** Mercier, Linda; Burrows, Sue; Korten, Kelly  
**Subject:** FW: eMedSample report  
**Importance:** High

000049

Sue/Kelly/Linda:

One of you generate this report for Steve? 'cause we need to do it again!!! Lemeknow. Thanx.

4/17/2007

Tim

-----Original Message-----

**From:** [REDACTED] BARBARA [REDACTED] [mailto:[REDACTED]] BARBARA [REDACTED]  
**Sent:** Tuesday, August 14, 2001 10:24 AM  
**To:** tchrobuck@medmanagesystems.com  
**Cc:** [REDACTED] BARBARA [REDACTED] [REDACTED] UMA [REDACTED]  
**Subject:** eMedSample report

Tim, I know Steve is on vacation.....but can someone there generate another report like attached below from Steve. Uma want the info....thanks!

Barb [REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

----- Forwarded by [REDACTED] 8/14/01 12:27 PM -----

"Singer, Steve" <SSinger@MedManageSystems.com>

08/08/01 12:44 PM

To: "Barb" [REDACTED]  
cc:  
Subject: eMedSample report

Hi Barb,  
Information you requested.  
Includes data from yesterday.  
Steve

Steve Singer, R.Ph.  
Executive Vice President and COO  
MedManage Systems, Inc.  
425-354-2204  
425-354-2210 (fax)  
<<emedsample report.doc>>

000050

[REDACTED]

---

**From:** [REDACTED] MARY [REDACTED]  
**Sent:** Thursday, January 03, 2002 12:56 PM  
**To:** Buck, Curtis  
**Subject:** Re: MedSample Details

Curtis,

Good to hear from you.

Yes, I had a wonderful time off and the holidays were very good.

These are the products that we are wanting to do MedSample. We are hoping that the vial and pen for the Humalog products can be on the same voucher. For example, Humalog Mix 75/25 vial and pen on one voucher and then Humalog vial and pen on a separate voucher. Will that work? Will the physician be able to indicate if it is for a voucher or pen? We will more than likely allow 2/pt/year of the Humalog products so that patients can get both a vial and pen via MedSample.

These are the products we will have on MedSample for Franciscan Medical Group. Humalog Mix 75/25 Pens Humalog Mix 75/25 Vial

Humalog Vial  
Humalog Pens

Evista 60mg

Zyprexa 2.5mg and 5.0mg ( I need to confirm the strength for zyprexa. Can we have both strengths on the MedSample?)

Mary

"Buck, Curtis" <CBuck@MedManageSystems.com> on 01/03/2002 10:05:59 AM

To: " [REDACTED] MARY [REDACTED] " <[REDACTED] MARY\_A [REDACTED]>  
CC:

Subject: MedSample Details

000051

Mary,

Hey there, Happy New Year. Hope you enjoyed some time off with your family and away from work and travel. We took last week off and it's still a little slow around here this week.

I have a question for you, the eMedSample project we are doing at [REDACTED] involves the following products and strengths which we have supplied mock-ups for to [REDACTED] earlier this week. I need a little more clarification from you on the strength question because I am assuming you will not want this much Humulin and Humalog.

Can you let me know which of the products listed below that you will want in the paper MedSample format? Thanks!

Evista 60mg

Zyprexa 2.5mg and 5.0mg

Humalog Mix 75/25 Pens

Humalog Mix 75/25 Vial

Humalog Vial

Humalog Pens

Humalog Cartridge

Humulin 70/30 Pens

Humulin 70/30 Vial

Humulin N Vial

Humulin N Pens

Humulin R Vial

Curtis

Curtis S. Buck

Vice President Sales & Business Development

MedManage Systems, Inc.

3303 Monte Villa Parkway

Suite 325

Bothell, WA 98021

(425) 354-2245 phone

(425) 354-2210 fax

cbuck@medmanagesystems.com

000052

**From:** [REDACTED] MARY [REDACTED]  
**Sent:** Friday, March 22, 2002 7:05 PM  
**To:** cbuck@medmanagesystems.com  
**Subject:** Evista MedSample Voucher Pilot Approval

Curtis,

This was the "brand" approval that I was waiting for. YEAH!!

I am trying to get a meeting together for Monday, April 1, with the sales reps and the district managers.

Would you be available to join us for a meeting around 7:30 or 8 AM on that Monday?

It will more than likely be somewhere around Federal Way.

Have a great weekend.

Mary

----- Forwarded by Mary [REDACTED] on 03/22/2002 06:01 PM -----

**Joanne Delois  
 Murphy**

To: [REDACTED]  
 cc: [REDACTED]

03/22/2002 06:08

AM

Subject: Evista MedSample Voucher Plot Approval [Link](#)

Ismar/Mary/Barb,

Thanks for adding clarity on this program. Based on your responses (Barb's in red and Mary's in blue), the Evista Brand will support this pilot program. We prefer obtaining the monthly reports during this pilot phase.

Barb, it appears that you have control mechanisms in place to assure these vouchers are used by the vendor within the scopes of this program, especially with the loading of names for authorized prescribers. There isn't a concern of reps distributing the vouchers since the reps won't be physically carrying the vouchers (like they do for Performance Scripts) and the vouchers will be stored at Med Manage, Inc.

Looking forward to hearing about the success of this program.

Joanne [REDACTED]

Mary [REDACTED]

03/20/2002 09:21 AM

To: [REDACTED]

cc: [REDACTED]

Subject: Re: MedManage Evista MedSample Voucher - Response requested [Link](#)

000053

Joanne,

My reply is next to each bullet/question.

4/17/2007

Mary

Joanne [REDACTED]

03/19/2002 11:33 AM

To: [REDACTED]

cc: [REDACTED]

Subject: Re: MedManage Evista MedSample Voucher - Response requested [Link](#)

Ismar,

Thanks for forwarding along additional information on the process of how this pilot program will work. My understanding is that the pilot phase consists of the 1000 vouchers and only 1000 vouchers will be produced during this phase. Please confirm.

We are scheduled to print 1,000 vouchers in pads of 10 ea (or 100 pads)

#### Outstanding questions include:

- How do we prevent these vouchers from being used outside the Franciscan Medical Group? For example, perhaps the voucher can say, "...must be accompanied by prescription for Franciscan Med Group physician".  
 >>> We can ask MedManage to load the physician names from Franciscan Med Group, so that they are the only MD's allowed to redeem the vouchers. Mary, is the list of MD names you sent me complete? The reason we are even doing the vouchers is because this group is closing their doors to physical samples. We are providing an alternative sample for this organization.
  - My understanding is that this is a pilot which will be closely monitored and measured over the next 9 months by you, Barb [REDACTED] and Mary [REDACTED] providing me with Brand updates quarterly (June, Sept, and Dec). Please confirm.  
 >>> You will be able to see the same reports quarterly (or monthly) as to the progress of the program.
  - How long do we anticipate the pilot will last.. 6 months or 9 months? (we should know whether not this program is working within 9 months) The plan is to continually assess the pilot. We hope for success so that we can demonstrate the benefit of this alternative sampling. **MedManage will supply redemption reports monthly, these can be forwarded to on to you or summarized by quarter and sent to you.**
  - What are the metrics for measuring success? At the end of the 6 or 9 month period, how would we know whether or not this pilot was a success? For example, if we anticipate Evista business to increase as a result of providing these vouchers, you should look at the current sales/SOM for the Franciscan Med Group or the affected Geo pods and determine the anticipated growth amount. My interpretation of the info below is that this program is more of an alternative to sampling. In either case, we still need to track sales/SOM on a monthly basis throughout the program. The monthly reports will be able to give us the best look at when and who is utilizing the vouchers. Our data, sales/SOM, will have the usual delay and so the montly reports are going to give us the best source of success initially. **Market Research can pull the Francisc**
  - Have you determined who's paying for this program i.e. voucher printing, 250 monthly maintenance fee (\$3000 yearly), and administrator claim fee? I beleive the pharmacy fill fee is charged back to the field. The charges will be at an Area and District level. For example, with Evista, it will be spread out over Alpha and Gamma both Area and District. For the \$250 monthly fee, this is for reporting of all of our products. As we get Zyprexa and Humalog rolled out, then this fee will be spread out over the other sales divisions too. The voucher payment will be the same as our Perf. Rx. The only difference is the \$250/month for the reports. Printing is usually always paid for by the brand (should be a very small amount + design changes). The monthly maintenance fee and OPEX (when vouchers redeem) will be charged to the West PC Area/

Based on the information I've heard from you, Barb, and Mary, it makes sense for us to pursue this pilot program; however, answers to the above questions are critical prior to provided final Brand approval. Please provide answers tio these questions ASAP via e-mail and I'll work closely with you during this final stage so that we can render a decision within the next couple of days. I believe Mary already has a plan for success measures so you'll need to speak with her to document her plans.

Joanne [REDACTED]

000054

4/17/2007

[REDACTED]

Isma [REDACTED]

03/06/2002 10:55 AM

To: [REDACTED]

cc: [REDACTED]

Subject: MedManage Evista MedSample Voucher [REDACTED]

Joanne,

Per your request, I have included an explanation of the control mechanism Franciscan Medical Group will follow for all the MedSample Vouchers. Attached below is a PDF version of the Evista MedSample voucher, which reinforces the frequency in which these vouchers are to be distributed. Please review the paragraph below (bold print) and provide us with your thoughts and feedback on whether we are to proceed with MedManage in the production of the Evista MedSample vouchers.

**For Internal Use Only - Not for Product Discussion**

Effective March 1, 2002, Franciscan Medical Group will no longer accept physical samples from pharmaceutical sales representatives.

First let me highlight who is *Franciscan Medical Group*.

This is a Medical Group consisting of 65 prescribing FP/INT (and a few NP/PA). They account for approximately 150,000 lives primarily in South King County and Pierce County in Washington State. All of the clinics are in Pierce County with the exception of Federal Way (10 doctors) and Enumclaw (13 doctors) which are in King County. Franciscan Medical Group is wanting to go strictly to a sample voucher program using MedManage.

*MedManage Systems, Inc.* is a company based in Bothell, WA. Their core business is developing sample vouchers to provide alternative samples to help physicians get patients started on new drug therapy and evaluate safety and tolerability. MedManage has just recently signed an agreement with [REDACTED] for e-pharma sales department. eMedSamples will be offered to physicians via e-mail following an on-line interactive detail of [REDACTED] Products. The fact that the above agreement has taken place between [REDACTED] and MedManage makes the project with Franciscan Medical Group possible. Zyprexa, Evista, Humalog and Humalog Mix 75/25 are the products that will be in MedSample at Franciscan Medical Group.

I have been working very closely with Cliff Robertson, MD (Chief Medical Officer of Franciscan Medical Group). Brian Stoneking, Lee Gervais and I have met all together with MedManage as well as with Cliff Robertson. Steve Cento and I, along with one of his sales representatives, Rob McMullin have had various conversations about this project also.

MedSample is very similar to our current Performance Scripts. On the surface the only difference between our Performance Rx and MedSample is the addition of a sticker on the MedSample that is used primarily for the physician to place in the chart to note that a sample was given. Obviously there is a difference in the look of Performance Rx and MedSample, but the core concept is almost identical.

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**CONTROL MECHANISM:** Franciscan Medical Group will warehouse all of their MedSample Vouchers in a central supply area of their facility. MedManage will provide Franciscan Medical Group with a mini-filing cabinet where five (5) MedSample vouchers for each product will be stored. These mini-filing cabinets will be placed in physician exam rooms and/or nurses station for distribution. The head nurse and the [REDACTED] sales representative will

4/17/2007



have access to these mini-filing cabinets in order to insure that the supply of our vouchers are kept up. The head nurse or the [REDACTED] sales representative can order any additional supply of our vouchers from their central supply room, in order to replenish the stock supply of our product vouchers only. The Evista voucher will only be good for 30 Tablets (60mg) for sample use only. The voucher must be accompanied by a prescription and each voucher is limited to one voucher per person per 12

Pharmacy Voucher Program Objectives:

To provide patient with "starter supply" (via a physician's prescription and filled at a pharmacy) to evaluate the efficacy and side effects of the drug for that patient. Once successful therapy is established, the patient then continues therapy via their normal method (insurance, cash, etc.).

Link <----See GPP Perf. Rx document.

I have worked very closely with Barb [REDACTED] who coordinates all of our alternative sampling for [REDACTED]

Initially, when hearing that Franciscan wanted to no longer accept physical samples, our approach was to introduce Performance Rx. In order for this project to work on behalf of the Medical Group they insist upon continuity of use of MedSample as the only voucher.

Cliff Robertson did recognize that [REDACTED] has a very good voucher program and system (the best of any pharmaceutical company). However, Cliff only wanted uniformity in order for this program to succeed.

Comparison between Performance Rx and MedSamples

Service	MedSample	Perform.
Printing	\$.12/voucher	\$.10 -.20/v
Pharmacy Fill Fee	\$2.50/voucher	\$2.50/vouc
Administrator Claim Fee	\$1.35/voucher	\$1.35/vouc
Monthly Reports	\$250 per month/per health care organization *	Included reports in

\* includes call center support along with the reports

The MedSample voucher will include the [REDACTED] logo and our marketing product logos. The only real cost difference is for the monthly reports.

The recommendation is that we move forward and implement MedSample with MedManage at Franciscan Medical Group. A few of the reasons why we feel that this is going to work is due to the cooperation by Cliff Robertson and his Medical Leadership Team (Medical Directors and Office Managers). [REDACTED] will be allowed to make lunch appointments, set up speaker programs, and participate in monthly staff meetings to discuss product information as well as set up displays. Franciscan is also willing to discuss sell sheets that the representatives can use when detailing physicians.

The next steps are to open blue jackets for each of the products and present at MLR. Barb [REDACTED] and I will be working with Ismar [REDACTED] Marketing Associate, on these steps. I would like for each of the District Sales Managers to call me with any additional questions and then to have a discussion with your Director as to your commitment to move forward.

I look forward to hearing back from each of the District Sales Managers involved in regards to moving forward.

Please do not hesitate to contact me with any questions or comments. I can be reached at [REDACTED]

Ismar [REDACTED]

000056